

# Tan Yi Jia

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## EDUCATION

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### National University of Singapore

Aug 2019 – May 2023

*BSc (Honours) in Communications and New Media*

*Minor in Interactive Media Development*

Cumulative GPA: 4.97/5.00; *summa cum laude*

## WORK EXPERIENCE

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### NUS Department of Chemical & Biomolecular Engineering

Jun 2022 – Jan 2023

*UI/UX Designer*

- Designed a MATLAB application for 187 students to manipulate and study chemical reactors, receiving overwhelmingly positive feedback from 93% of the cohort.
- Quickly acquired sufficient understanding of reactors to ensure that the application's user experience matches that of real-world chemical reactors.
- Conceptualized and created multiple high-fidelity prototypes using Figma for discussion with the team and development by the software engineer.
- Designed intuitive GIF animations and vector illustrations to instil delight and help students better understand how the reactors worked.
- Conducted a round of usability testing with 12 participants whereby feedback was analysed to inform design decisions for the launched application.

### StaffAny

Jan 2022 – Aug 2022

*Product Design Intern, Growth / Design Systems*

- Spearheaded projects to boost customer acquisition as project design lead, overseeing the end-to-end process from conceptualization to launch for 4 major features.
- Developed high-fidelity prototypes using Figma for user testing and for development by the engineers in two-week sprints.
- Led a team of 4 to revamp the company's design system, improving design consistency and efficiency whilst maintaining creativity across the product team.
- Conducted thorough one-to-one user testing with over 30 target users using the UMUX-Lite assessment to ensure that features launched are useful and usable.
- Created compelling product marketing materials using vector illustrations and copy for feature launches, reaching over 48,000 users.
- Hosted a workshop to instruct designers on Figma best practices and proper usage of the design system, allowing designers to work more efficiently using the software.
- Facilitated cross-departmental collaborations between engineering, marketing, and sales teams to ensure seamless feature releases.
- Planned and executed 2 events to enhance morale and foster a cohesive environment within the product team.

### YSI Southeast Asia (Interseed)

Sep 2020 – Jun 2021

*Frontend Developer Intern*

- Developed the front-end for a social networking application to connect and empower start-ups with sustainable goals using the MERN stack with Bootstrap.
- Quickly acquired sufficient skills with ReactJS and TypeScript through over one month to develop the application's front-end.
- Designed a landing page prototype on Figma and launched it on Wix with self-coded CSS and JavaScript elements such as an animated image carousel.
- Collaborated with 3 other developers to ensure that the application's front end worked seamlessly with the back end, allowing for a smooth launch to over 200 users.

## CO-CURRICULAR ACTIVITIES

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### **Tembusu College NUS, Senior Learning Experience**

**Nov 2022 – Mar 2023**

*Teaching Assistant (UTC2114 Technologies and Ageing in Singapore)*

- Designed and delivered three seminar-style workshops to educate students on accessible UX design and conducting usability testing with elderly users to overwhelmingly positive feedback.
- Conducted extensive research on the significance of accessible designs and best practices for implementation, referencing WCAG 2.0 guidelines and academic research on elderly-friendly UX design.

### **National Youth Council Singapore**

**May 2020 – Aug 2020**

*Volunteer Befriender (Digital Learning Circles)*

- Delivered personalized training sessions to four seniors, teaching them how to use their smartphones for digital communication, accessing essential services, and conducting mobile payments.

### **Tembusu Welcome Week**

**Jan 2020 – Feb 2020**

*Publicity Committee Member*

- Designed mid-fidelity wireframes on Adobe XD for discussion with the committee to ensure a unified direction for the website.
- Created a dynamic website using JavaScript, HTML, CSS, Bootstrap, and MySQL to complement orientation activities and provide information to 300 incoming residents about college life to overwhelmingly positive feedback.
- Developed an interactive virtual tour for residents to explore and learn about the different places in the college amidst COVID-19 restrictions and received positive feedback about the user experience.
- Led the front-end design and development for a dynamic multiplayer interactive canvas inspired by r/Place, allowing participants to create a shared representation of the welcome week for their memories.
- Worked closely with multiple committees to ensure that the website was populated with relevant content and that a consistent theme was maintained across orientation materials.

### **Tembusu College NUS, Tancho House**

**Aug 2019 – Jan 2021**

*House Captain*

- Led a team of 10 to coordinate successful welfare events for 150 students despite tight budget constraints.
- Facilitated cross-committee collaborations with other house committees to organize inter-house events, resulting in larger-scale activities that provided enhanced welfare for over 350 students.
- Delegated responsibilities to members, intentionally promoting personal growth for each individual.
- Assisted the college in maintaining a positive student life in a Student Life Working Group amidst the challenging circumstances posed by the COVID-19 pandemic.

## SKILLS

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Figma, Adobe XD, Adobe Premiere Pro, Adobe Lightroom

**Proficient**

Microsoft Excel, JavaScript, CSS, HTML5, Adobe Photoshop

**Intermediate**

ReactJS, TypeScript, Python, SQL, VBA, Adobe InDesign, Adobe Illustrator

**Beginner**

## AWARDS

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Dean's Scholars List – NUS Faculty of Arts and Social Sciences

**Jun, Dec 2021, Dec 2022**

Dean's List - NUS Faculty of Arts and Social Sciences

**Jan, Jun, Dec 2021, Dec 2022**

Shell Bronze Medal – NUS Faculty of Arts and Social Sciences

**Jun 2020**

Residential College Scholarship – Tembusu College NUS

**Feb, Jul 2020, Jul 2021**

Chief of Army Medical Officer's Coin – HQ Army Medical Services

**Apr 2018**

## CERTIFICATES

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edX Verified Certificate for HTML5 Coding Essentials and Best Practices

**Nov 2022**

edX Verified Certificate for Creative Coding

**Aug 2022**

Social and Behavioural Research (Basic/Refresher) – CITI Program

**Oct 2021 – Oct 2026**