



# YAP ZI XUAN (Ms.)

I am a product designer who sometimes tinkers with front-end development. I also enjoy learning about new design trends and tools outside of work. I'm self-motivated, enjoy solving problems in a team and have a keen eye for design and detail. I am also constantly looking for ways to hone my craft and design better software for people and businesses.

 Singapore

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## EXPERIENCE

### Product Designer

Jun 2018 - Present

Pigeonlab Pte Ltd, Singapore

- Designed features for the web app and admin panels of Pigeonhole Live
- Worked with both the business team and developers to translate requirements and implement features
- Worked with fellow designers in conducting and gathering feedback from user interviews

### Product Designer

Jun 2017 - Jun 2018

Honestbee Pte Ltd, Singapore

- Redesigned and reworked the shopper and delivery apps used by our freelance bees
- Worked with project managers and developers to translate requirements and implement features
- Interviewed end users to identify issues and improve future versions of the app

### User Experience Designer

Jun 2016 - May 2017

Detalytics Pte Ltd, Singapore

- Designed a real-time data analytics platform for clinics and healthcare professionals
- Conducted user research and translated findings into wireframes and high-fidelity prototypes
- Worked with developers & end-users to develop the web app and conduct user testing

### Software Engineering Intern

May 2015 - Oct 2015

Expedia Inc, Singapore

- Worked in an agile team to develop a scalable, deal-finding Twitter bot using Node.js
- Used SugarJS as a natural language date parser to process incoming tweet messages

### User Interface Designer

Feb 2015 - Apr 2015

Pear Comms Pte Ltd

- Designed the user interface for QuickDesk, a CRM software for salespeople to track leads
- Interacted with developers to understand business requirements and information architecture
- Produced a series of high-fidelity mockups using Sketch

### Design Intern & Front-End Developer

May 2014 - Aug 2014

Websparks Pte Ltd

- Designed multi-page sites and created mockups using Adobe Photoshop and Adobe Illustrator
- Worked with back-end developers to create themes using HTML5, CSS3 and JavaScript
- Interacted with clients on a regular basis to understand requirements and iteratively improve prototype

# EDUCATION

## National University of Singapore

2012 - 2016

Bachelor of Computing (Information Systems), Honors (Highest Distinction)

- Valedictorian, Class of 2016
- Cumulative Average Point: 4.65/5.0
- Dean's List Award for Academic Years 2012-2013 and 2014-2015

# SKILLS

## User Interface Design

Wireframing, High-Fidelity Prototyping, Visual Design, User Interface Design

## Web Development

HTML5, CSS3, JavaScript + jQuery, Bootstrap, Android, Java

# PROJECTS

## Grain's Web Order Form Redesign

Feb 2016 - Apr 2016

Freelance Design Project

- Improved Grain's existing order form on their web app
- Designed a mobile app for customers to browse the daily menu place food orders on demand
- Worked closely with the co-founders to understand requirements and iteratively improve prototype

# AWARDS

## 1st Prize, Accenture Hackathon 2015

Aug 2015

Accenture Singapore

- Designed and created mockups for an intelligent route planning and scheduling app using Sketch
- Developed the user interface using HTML5, CSS and Bootstrap 3.0
- Created publicity assets for the app's social media campaign using Adobe Illustrator
- Presented the prototype as a solution to address Accenture's business case in the 24-hr hackathon

## 2nd Prize, Manpower Hackathon 2015

Jan 2015

Urban Prototyping (UP) Singapore, Ministry of Manpower

- Designed an interactive English-learning platform for migrant workers to learn English by performing small translation tasks in their own preferred language
- Incorporated gamification elements in my design to promote fun and encourage progress
- Prototype was presented as a solution to address the Ministry of Manpower's problem statement about improving engagement with migrant workers in Singapore

## NUS Kent Ridge Undergraduate Scholarship

Apr 2012

National University of Singapore

- Was awarded a bond-free scholarship to read Information Systems in NUS
- Was awarded the scholarship prior to matriculation for academic excellence and outstanding co-curricular activities records.