KWOK YAN QI

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WORK EXPERIENCES

DSTA — UX Designer
Jul 2023 - Present

- Designing for DSTA Enterprise Systems, such as project management apps, employee apps, and intranet websites.
- Creating hi-fi prototypes to communicate user flows.
- Conducting user research and design innovation workshops.

Grab — Product Design Intern
Aug 2022 - Dec 2022

- Led design for a new feature in Grab Web3's app, from concept to interactive prototype, with a cross-functional team.
- Created motion design for the Web3 app, resulting in a smoother and more delightful user experience.

Shopee — UI/UX Design Intern
Jan 2022 - Jul 2022

- Designed mobile and web UI/UX for Merchant Services (MS).
- Built 2 design libraries for Shopee Partner App & MS Admin.
- Conducted user interviews, usability testing, A/B testing, and competitor analysis to redesign ShopeePay home page.

The GAS Station — Digital Marketing Intern
May 2021 - Jul 2021

- Redesigned UI & UX for TGS website, via heuristic evaluation, user research, wireframes, and user journey maps on Figma.
- Developed marketing strategies, social media content, and graphic designs for 7 real estate clients using Adobe Illustrator.

EDUCATION

Bachelor of Communication Studies
Nanyang Technological University | Aug 2019 - Jun 2023

CGPA: 4.36/5.0, Dean's List in Academic Year 2019-2020

Google UX Design
Google | Issued July 2023

Certified Usability Analyst
Human Factors International | Issued July 2021

SUMMARY

Product designer with a degree in Communications and in-depth experience in user-centred analysis and design. Passionate about creating meaningful user experiences that resonate with people. Certified by Google & HFI.

SKILLS

Design
Visual design • Interaction design • User flows • Concept sketches • Rapid prototyping • UX writing • System design • Illustration

Research
User interviews • Surveys • Usability testing • Qualitative analysis • Quantitative analysis • Heuristic evaluation • Task analysis

Marketing
Digital marketing • Content creation • Campaign planning • Stakeholder management

TOOLS

Proficient
Figma • Adobe Illustrator • Adobe Photoshop • Adobe Premiere Pro • Adobe InDesign • Adobe Lightroom • Microsoft Office • Canva

Novice
Adobe After Effects • Protopie

LANGUAGES

English (Fluent)
Chinese (Fluent)