

# Benita Leonardi

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## EDUCATION

Singapore Management University (SMU)

*Bachelor of Science, Major in Information System*

Singapore

Apr 2021 - Apr 2025

## COMPETITION

### Shopee Product and Design Challenge (UIUX) 2022

- Mapped and analyzed the user journey of the “Shopee Pay Near Me (SPNM)” feature of the Shopee mobile application
- Identified areas for refinements to enhance user experience of SPNM
- Built an interactive prototype based on our proposal illustrating the convenience of navigating SPNM

## EXPERIENCE

### Private Tutor: *Mathematics*

Jun 2020 - Present

- Tutored a Normal Academic student who failed Mathematics, helped her promote to Express stream after 1 year of tuition
- The student maintained distinction grade for Mathematics till today

## PROJECT EXPERIENCE

### Bukit Batok Driving Centre Website: *Web Application Development*

- Re-designed and re-calibrated a fully responsive Bukit Batok Driving Centre's (BBDC) Website
- Created aesthetically pleasing visuals using Sass & dynamic animation using GSAP, elevating user experience.
- Integrated Google API and Open Weather API with Firebase providing up-to-date information to users

### Haus: *Interaction Design & Prototyping*

- Designed a platform that effectively helps international students in Singapore in finding housing
- Designed and prototyped our platform using paper prototype and Figma
- Conducted an A/B testing using Maze to identify the superior prototype

### Direct Funeral Services: *SMU-X Statistics*

- Collated more than 500,000 data points from over 5,000 survey respondents
- Examines Singaporean's opinions and attitudes on birth, marriage, and death through statistical analysis
- Proposed statistically substantiated recommendations for Direct Funeral Services on their future business strategies

## LEADERSHIP EXPERIENCE

### SMU International Connection (ICON): *Vice President*

Jan 2023 - Present

- Championing integration efforts between international and local students by organizing events and with 13 cultural clubs
- Guided ICON events and welfare departments to spearhead diversity and inclusion activities within the SMU population

### SMU Komunitas Indonesia Gelar Budaya 2023: *Corporate Liaison*

Sep 2022 - Present

- Sourced and coordinated sponsorship from external stakeholders to fund the production by distributing email blasts to 50 organizations

### RippleCares: *Project Leader*

Feb 2022 - Oct 2022

- Constructed comprehensive programming curriculum for teens, composing age-appropriate lesson plans for learning & development in CoSpaces block programming

### Y-Craft It: *Logistic IC*

Jan 2022 - Oct 2022

- Planned, organized and coordinated logistics of two community service events, resulting in direct aid for 70 primary children.

## SKILLS & INTERESTS

**Software:** Python, JavaScript, HTML/CSS, MySQL, PHP, Tableau

**Framework:** Bootstrap, Quasar

**Others:** Data Structure, Data Visualisation

**Language:** Proficient in English, Malay, Bahasa Indonesia, Hokkien and beginner in Chinese