# Benita Leonardi

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## EDUCATION

**SINGAPORE MANAGEMENT UNIVERSITY (SMU)**                                    **Aug 2021 - Dec 2024**
Bachelor of Science, Major in Information System

**Relevant Courses:** Data Management, Web Application Development, Computational Thinking, Business Process Analysis & Solutions, Interaction Design & Prototyping, Information Systems and Innovation

## COMPETITIONS

**Shopee Product and Design Challenge (UIUX) 2022**
- Mapped and analysed the user journey (link) of "Shopee Pay Near Me (SPNM)" feature of the Shopee mobile application
- Identified areas for refinements to enhance user experience of SPNM
- Proposed to integrate SPNM feature into each product page, shortens user journey and makes SPNM more visible
- Built an interactive prototype (link) based on our proposal illustrating the convenience of navigating SPNM

## EXPERIENCE

**Math Tuition Teacher (Part-Time)**                                    **Jun 2020 - Current**
- Tutored a Normal Academic student who failed Mathematics, helped her promote to Express stream after 1 year of tuition
- Student's maintained distinction grade for Mathematics till today

## PROJECTS

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

**Web Application Development:** *Bukit Batok Driving Centre Website*
- Re-designed and re-calibrated Bukit Batok Driving Centre's (BBDC) website (link)
- Built a fully responsive BBDC website that takes into account aesthetical appeal by using Sass and animation using GSAP
- Integrated Google API and Open Weather API with real time database (Firebase) to ensure a seamless user experience

**Interaction Design & Prototyping:** *Haus*
- Built a platform that effectively helps international students in Singapore in finding housing
- Designed and prototyped our platform using paper prototype (link) and Figma (link)
- Conducted an A/B testing using Maze to identify the superior prototype

## EXTRA-CURRICULAR ACTIVITIES & COMMUNITY SERVICE

**SMU International Connections (ICON):** *Vice President*                                    **Oct 2022 – Dec 2023**
- 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

**RippleCares:** *Project Leader*                                    **Jan 2022 – Oct 2022**
- Curated the content and teaching syllabus on CoSpaces block programming for teenagers

**Y-Craft It:** *Subcommittee*                                    **Jun 2022 – Oct 2022**
- Planned and organised two runs of community service, which impacted 70 primary children

## SKILLS

**Programming Skills:** JavaScript, HTML, CSS, Python, Bootstrap, Vue.js, SQL, Data modelling, Quasar, PHP
**Language:** Proficient in English, Malay, Bahasa Indonesia, Hokkien and beginner in Chinese