Goh Chang Yun（吴昌运）

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Education

National University of Singapore   Aug 2021 – May 2025
Bachelor of Social Sciences with Honours - Major in Communications and New Media
- Relevant courses - User Experience Design, Design Thinking, Principles of Visual Communication Design, Computational Media Literacy, Organizational Communication & Leadership, Programming Methodology, Mobile Interaction Design, Game Design, Software Studies, Creative Writing in the Marketplace, Design x Health: Creating Ideas for New Futures of Wellbeing (Summer Course - University of Tokyo)

Singapore Polytechnic   Apr 2016 – Apr 2019
Diploma in Business Administration - Specializing in Logistics

Certifications

Scrum Alliance
- Certified Scrum Product Owner (CSPO)
- Certified ScrumMaster ([CSM](CSM))

Work Experience

GovTech Singapore, UI/UX Designer Intern   Jan 2025 – May 2025
- Proposed, scoped, and developed a custom Figma plugin to streamline UX workflows and automate documentation for client-facing files, reducing review time from 60 to 7 minutes across 27+ Figma pages. Delivered scalable CSV export features, enabling reuse across multiple project teams
- Designed and documented revised interaction flows, securing stakeholder alignment for implementation and ensuring smooth transition to engineering teams

GovTech Singapore, UI/UX Designer Intern   Jan 2024 – Jul 2024
- Led usability testing for a new internal web portal, managing planning, execution, and analysis. Consolidated findings into actionable recommendations that influenced design decisions and product development priorities
- Scoped and prototyped new portal features in Figma, balancing user needs with business requirements to support rollout readiness
- Facilitated collaboration across designers and stakeholders by presenting usability insights, enabling alignment on key product directions
- Delivered iterative icon redesigns in response to stakeholder feedback, ensuring business partner requirements were met on time

Future Electronics, Inside Sales Coordinator Intern   Sep 2018 – Feb 2019
- Supported account coordination by managing client documentation, quotations, and timely communication with suppliers
- Streamlined order tracking processes, improving accuracy of sales pipeline reporting

Projects

Carousell Redesign - UI/UX Case Study (Personal Project)   Sep 2023 – Sep 2023
- Conducted a fictional case study on Carousell's mobile app for a personal project

Weather Web Application   May 2023 – May 2023
- Designed and developed a weather web application using a public API

Activities

ComLink Befrienders   Feb 2023 – Nov 2023
- Conducted needs assessments with families and children, identifying areas for agency support and recommending pathways for assistance.
- Built trust with stakeholders through empathetic communication and consistent follow-up

NUS Bowling Varsity Team, Vice-Captain   Jul 2022 – Jul 2023
- Coordinated team training schedules, logistics, and competition planning to ensure smooth operations for 20+ athletes
- Acted as liaison between coach and team, facilitating communication and resolving conflicts efficiently

Skills

- **Methodologies & Frameworks:** Agile, Scrum, Design Thinking, User-Centered Design
- **Product Skills:** Stakeholder Management, Process Optimization, Documentation, Usability Testing, Requirements Gathering
- **Technical Skills:** Figma, Photoshop, Illustrator, InDesign, HTML, CSS, JavaScript, Python, R Language, Adobe Premiere Pro
- **Spoken Languages:** English, Chinese