

# Goh Chang Yun

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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, Design x Health: Creating Ideas for New Futures of Wellbeing (Summer Course – University of Tokyo)
- Ongoing courses – Mobile Interaction Design, Game Design, Software Studies, Creative Writing in the Marketplace

### Singapore Polytechnic

Apr 2016 - Apr 2019

Diploma in Business Administration – Specializing in Logistics

## Work Experience

### GovTech Singapore, UI/UX Designer Intern

Jan 2024 – Jul 2024

- Conducted and analyzed usability testing on key components of a new internal web portal under development, translating findings into actionable design improvements to enhance user experience and interface usability
- Designed and prototyped user interfaces for the new internal web portal using Figma, creating wireframes and exploring interactive features to optimize the overall user experience
- Proposed and evaluated user-centric features for the new internal web portal, ensuring alignment with user needs and business goals through UX research and design thinking methodologies
- Collaborated with other designers to analyze and present usability insights from testing the new internal web portal prototype, driving design decisions and influencing its development
- Crafted and refined custom illustration icons for a stakeholder's publicity poster, improving designs based on business partner feedback

### Future Electronics, Inside Sales Coordinator Intern

Sep 2018 – Feb 2019

- Verified purchase order data within 24 hours, ensuring accurate processing and preventing the shipment of wrong items, resulting in cost savings of \$400
- Managed daily administrative tasks for the sales branch, maintaining efficient operations
- Maintained data accuracy by cross-referencing purchase order data with system data

## Projects (full list of projects accessible on [gohchangyun.com](https://gohchangyun.com))

### 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

### Brand Style Guide

Mar 2023 – Apr 2023

- Created a personal brand identity, including a logo, name card (using Illustrator), along with a stylized resume (using InDesign)

## Activities

### ComLink Befrienders

Feb 2023 – Nov 2023

- Engaged with families and children to understand their needs, identifying potential areas for support and assistance from government and community agencies
- Exhibited empathy and professionalism in all interactions with families, fostering a safe, non-judgmental environment for expressing concerns and seeking assistance

### Vice-Captain – NUS Bowling Varsity Team

Jul 2022 – Jul 2023

- Directed team training coordination, managing facility availability and ensuring the effective distribution of monthly schedules to maintain smooth operations
- Facilitated communication between team members and the coach, proactively addressing concerns and driving performance improvements
- Oversaw all logistical aspects of varsity competitions, ensuring precise and efficient execution of arrangements

## Skills

**UI/UX:** Figma, Photoshop, Illustrator, InDesign

**Programming:** Python, R Language

**Web Development:** HTML, CSS, Javascript (JS)

**Video Editing:** Adobe Premiere Pro