GOH CHANG YUN

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EDUCATION

National University of Singapore   **Aug 2021 - Present**
Bachelor of Social Sciences with Honours
- Major in Communications and New Media
- **Relevant Courses:** Design Thinking, Qualitative Communication Research Methods, Quantitative Research Methods, Principles of Visual Communication Design, Computational Media Literacy, Programming Methodology, User Experience Design (currently taking this semester)

Singapore Polytechnic   **Apr 2016 - Apr 2019**
Diploma in Business Administration

WORK EXPERIENCE

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 a 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

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
- Case Study is accessible here: ImChangYun.github.io

Brand Style Guide   **Mar 2023 – Apr 2023**
- Designed a personal brand logo and name card using Illustrator
- Designed a brand style guide and stylized resume using InDesign

ACTIVITIES

ComLink Befrienders   **Feb 2023 - Present**
- Listened attentively to the concerns of families and children, working to better understand their needs and connect them with necessary government and community agencies
- Demonstrated empathy, sensitivity, and professionalism in all interactions with families, creating a safe and non-judgmental environment for them to express their concerns and seek support

Vice-Captain – NUS Bowling Varsity Team   **Jul 2022 – Jul 2023**
- Coordinated team training by confirming lane availability and sending monthly schedules
- Bridge between team members and the coach, communicating concerns to improve team performance
- Managed logistics for varsity team competitions, ensuring necessary arrangements were made.

SKILLS

UI/UX: Photoshop, Illustrator, InDesign, Figma   **Web Development:** HTML, CSS, Javascript (JS)
Programming: Python, R Language   **Video Editing:** Adobe Premiere Pro