

# Joel Yee Yong Yi

## Product & Interaction Designer - 2026 Fresh Graduate

### Contact

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### Skills

- End-to-End Product & Interaction Design
- Service Design & User Journey Mapping
- Evidence-Led UX & User Research
- Rapid Prototyping with Real Logic (Unity)
- Interactive & Game-Based Experience Design
- User Testing & Iterative Validation
- C# Scripting & JavaScript
- 3D Modelling for Interactive Prototypes and media collateral
- Raster and vector design

### Tools

- Adobe Illustrator
- Adobe Premier
- Adobe After Effects
- Adobe Photoshop
- Adobe Substance Painter
- Maya
- Unity
- Figma

### Awards

- <AI>DEATE 2025 Finalist
- SIT Hack Rift 2022 Finalist
- Edusave Scholarship 2016
- Edusave Scholarship 2015

### Work Experience

#### Central Provident Fund Board Service Design Intern

SEPTEMBER 2025 - APRIL 2026

- Conducted behaviour-driven user research through on-site focus group discussions
- Designed the overall experience and visual direction, and developed two in-house gamified experiences for CPF Jurong

#### Ministry of Defence UX and Data Science Intern

JUNE 2025 - SEPTEMBER 2025

- Analysed qualitative and quantitative data to extract key insights, conducted workshops to align design goals and user needs
- Anchored front-end design and user interface development of an internal AI-assisted tool to enhance research efficiency

#### OCBC Business Transformation and Design Intern

MAR 2019 - AUG 2019

- Conducted user research and analyzed data to identify design opportunities and inform design decisions
- Developed both low and high-fidelity wireframes for diverse projects

#### Systematic Controls Pte Ltd Branding Intern

SEPT 2018 - FEB 2019

- Designed and developed logos and other branding elements
- Provided comprehensive personal support and assistance in a professional capacity

### Education

#### DigiPen Institute of Technology Singapore

BACHELOR OF ARTS - USER EXPERIENCE AND GAME DESIGN

APR 2017 - APR 2026

- Relevant coursework: Game Design, Level Design, Branding Design, Design Thinking, Information Architecture, User Research, Psychology, Physics and Statistics.

#### Singapore Polytechnic

DIPLOMA - BUSINESS INFORMATION TECHNOLOGY

APR 2017 - APR 2020

- Completed a final year capstone project by designing an educational video game for FWD Singapore