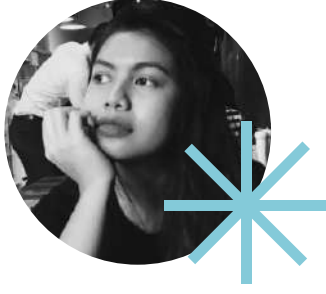




Portfolio: [gasmindyana.editorx.io/mysite](https://gasmindyana.editorx.io/mysite)

Email: [gasmindyana@gmail.com](mailto:gasmindyana@gmail.com)



## I'm Yasmin Dyana

I design usable and integral digital products by leveraging my combined background in UX design, graphic communication and full-stack web development.

## PROFESSIONAL EXPERIENCE

### Brand Executive

#### Temasys Communications

Web Real-time Communication CPaaS 2.0 company in Singapore  
Jan - Nov 2019

- > Define brand strategy and positioning, driving more brand engagement and alignment online.
- > Overseeing brand visual identity for advertising, website and events etc.
- > Developing and managing promotional collateral to establish and maintain company branding.
- > Collaborated with product engineering team on UX execution to drive account sign ups and improve customer retention.
- > Collaborated with solutions leadership team to produce conceptual prototypes and case studies.

### Marketing Intern

#### Temasys Communications

Web Real-time Communication CPaaS 2.0 company in Singapore  
Sep 2018 - Dec 2018

- > Supported marketing efforts.
- > Perform market analysis supporting 10% increase in sales performance.
- > Creating and editing of content for blogs, email campaigns and newsletter.
- > Defined and executed strategic social media plan for B2B marketing.
- > Developed digital and printed marketing materials.
- > Collaborated with sales and solutions team to strategise marketing outreach efforts.

### Design Intern

#### GDP Venture

Venture builder in the Indonesian tech consumer industry based in Jakarta, Indonesia  
Aug - Nov 2017

- > Worked closely with the Head of Brand and CMO, Danny Wirianto.
- > Designed and produced brand identities and visual materials for local startups and event collaterals in Indonesia.
- > Assisted in analysing current market trends and formulating design strategies to reach out and satisfy the needs of Indonesian consumers.

## SKILLS

### Technical skills

- > UX & UI design
- > User and design research
- > Communication design
- > High-fidelity prototyping

#### > Adobe Creative Suite, Figma and Invision

Gained experience in designing user interfaces and various marketing collaterals for Branding. Proven ability to learn new design disciplines and pick up new tools fast. Naturally curious.

#### > Digital & Tech Acumen

Conceptualized, pitched and led the development products that relied on web and augmented reality technology.

#### > Full-Stack Web Development

Built web-based applications and prototypes using modern technology stacks and test-driven development.

#### > Service Design

Able to create meaningful customer experiences through touchpoint orchestration and coordinating across different disciplines.

#### > Design Thinking & Problem Solving

Able to facilitate and participate in collaborative design sprint processes. Transformed client using design thinking methods. Delivery of prototypes.

### Soft skills

#### > Agile Product Development

Leading and participating in Sprints. Prioritizing product features. Coming up with meaningful user stories. Collaborative UX design and implementation to improve business outcome.

#### > Business Presentation

Able to present and elaborate projects to stakeholders for feedback and critique, to better improve products and design systems.

## EDUCATION & ACCREDITATIONS

**Full-Stack Web Development Bootcamp**  
Le Wagon Singapore (2020)

**Diploma in Communication design (specialized in Branding)**  
Design student ambassador  
Temasek Polytechnic (2018)

## REFERENCES

**Nathaniel Currier**  
**Chief Technology Officer**  
Temasys Communications  
[nat.currier@temasys.io](mailto:nat.currier@temasys.io)

**Prima Aulia Gusta**  
Le Wagon lead instructor  
[prima.aulia@lewagon.com](mailto:prima.aulia@lewagon.com)

## VOLUNTEER WORK & FUN FACTS

### Lifeguarding

LifeSaving Certification 1, 2, 3  
CPR Certification

### Kusu Island Lifeguard Volunteer

Kusu Island is one of the Southern Islands in Singapore. As a lifeguard volunteer, I was on the look out to warn swimmers on unsafe activities, respond to emergencies and rescuing swimmers in danger of drowning.

### It Takes An Island 2019

**Kids technology hackathon Social Enterprise Hackathon design mentor & photographer**

I assisted in social media marketing for brand awareness and social engagement. As a design mentor, I taught hackathon participants about design thinking and presentation skills.