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Internship Objective

My name is Esta Puah, a year 2 Student in Digital Design and Development, Republic Polytechnic. With a keen eye for Arts and Photography, I enjoy using Procreate and snapping photos using my DSLR.

I have worked with companies such as **SEGA**, **AMPLITUDE Studios**, **Don Quijote** and **Gion Tsujiri**. With SEGA and AMPLITUDE Studios, I have done software troubleshooting and promotion of new products to customers from international spaces. As for Don Quijote and Gion Tsujiri, I have done Store designs and management for their retail space to improve overall customer satisfaction.

I would like to be able to expand my knowledge and increase my skills in design and media arts. I am a lively and bubbly addition to any team and would like to apply for roles, such as **User Interface designer** and **Graphic designer**, to fit my passion for Digital Arts.

Summary of Key Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Procreate
- Python programming
- HTML & CSS
- PC hardware assembling
- Leadership Roles
- Team bonding
- Customer service and satisfaction
- Problem solving
- Creative thinking
- Communication

Education

Republic Polytechnic

Digital Design and Development

Anticipated completion date

(2022- Present)

Meridian Secondary School

GCE "O" Levels

Completion date

(2018-2021)

Work Experience

AMPLITUDE Studios/ SEGA

19 October 2023 – 22 October 2023

Event Game Facilitator (GamesCom Asia)

- Situation: During the GamesCom event from 19 October 2023 to 22 October 2023, I was assigned as an Event Game Facilitator for AMPLITUDE Studios/SEGA. I actively promoted the game "Endless Dungeon" by engaging with event attendees and encouraging them to play the demo on-site. I distributed promotional items to those who participated in the demo, enhancing their overall experience. As a result of these efforts, we saw increased engagement with the game demo, which contributed to heightened interest and awareness of "Endless Dungeon" among the GamesCom attendees.
- In my role as an Event Game Facilitator, I was responsible for ensuring a smooth experience for attendees playing the "Endless Dungeon" demo. I managed the demo stations, efficiently resetting them after each use, ensuring that new players could easily start their demo experience. Additionally, I promptly addressed any PC-related issues that arose during the gameplay, providing on-site troubleshooting and technical support. This proactive approach to maintaining the demo stations and addressing technical issues led to a seamless and frustration-free gaming experience for the event attendees, resulting in positive feedback and a high level of satisfaction.
- As the Game Facilitator, I played a crucial role in creating a memorable and enjoyable experience for attendees at GamesCom. I continuously monitored the demo stations to identify and resolve any technical errors and ensured that the game demos ran smoothly. I communicated effectively with attendees, addressing their concerns and providing assistance as needed. By maintaining a high level of customer satisfaction, resolving issues promptly, and ensuring that the "Endless Dungeon" demo was free from disruptions, we contributed to a positive image for the game and the company. Attendees left with a favorable impression of our game and brand, which was beneficial for our marketing efforts and brand recognition.

TSUJIRI

March 2023 – August 2023

Part-Time Store Manager

- In my role as a Part-Time Store Manager at TSUJIRI, I was responsible for managing the operations of the matcha cafe. I actively managed and organized the cafe, including cleaning and sanitizing utensils, ensuring the cleanliness and hygiene of the cafe, and preparing the cafe for daily operations. I also played a key role in working with teas, desserts, and iced blends. This proactive approach to cafe management led to a clean and inviting environment for customers and contributed to a positive overall experience for cafe visitors.
- As a Part-Time Store Manager, I was required to handle various tasks related to customer service and cafe operations. I efficiently operated the Point of Sale (POS) system, processing customer orders, and payments. Additionally, I acquired the skills to use multiple food delivery platform systems, enabling the cafe to reach a broader customer base. I also took charge of stock counting and preparation of food items to

ensure customers received prompt service. These actions enhanced the efficiency of the cafe's operations, allowing us to serve more customers effectively, process orders accurately, and adapt to changing customer preferences.

- While serving as a Part-Time Store Manager, maintaining shop cleanliness was a vital part of my responsibilities. I consistently enforced a high standard of cleanliness and hygiene in the cafe. I regularly cleaned and organized the shop, including the dining area and service areas, making sure everything was in order for customers. This involved adhering to safety and sanitation guidelines. Through these efforts, the cafe consistently provided a clean and pleasant environment, fostering customer satisfaction and repeat business while ensuring compliance with health and safety standards.

Don Quijote

March 2023 – August 2023

Part-Time Sales Assistant

- In my role as a Part-Time Sales Assistant at Don Quijote, I collaborated closely with management to support various aspects of the store's operations. I worked alongside the management team to effectively assist in tasks and projects, contributing to the smooth functioning of the business. This included tasks like inventory management, merchandising, and customer service. By actively participating in different operational areas, I helped enhance the overall efficiency and performance of the store.
- In my position, I assisted the store manager in various operational aspects of the business. I worked alongside the manager to help with tasks related to inventory management, customer service, and more. I also answered incoming phone calls, efficiently processed requests, transferred calls, or relayed messages to the appropriate personnel. By providing support to the store manager and handling phone inquiries, I helped ensure smooth day-to-day operations and excellent customer service, resulting in enhanced customer satisfaction and efficient communication within the store.
- I recognized the importance of optimizing the retail space to enhance the overall shopping experience and customer satisfaction. I actively took the initiative to design and manage the store layout, making strategic changes to improve product placement, visibility, and accessibility. These changes were aimed at creating an appealing and customer-friendly retail space. Through these store design and management efforts, we achieved an enhanced shopping environment that positively impacted customer satisfaction. Customers found it easier to locate products, leading to increased sales and improved overall shopping experience. This contributed to a more successful and customer-centric retail operation.

Volunteer and Leadership Experience

Cerebral Palsy Alliance Singapore

2019

Participant

Fund Raising for CPAS by selling goods made by the children affected by cerebral palsy. We set up a booth during school hours to sell the handmade items. We also visited the school in Pasir Ris to learn more about the children affected.

My First Skool

2019

Participant

In partnership with My First Skool, we interacted with kindergarten children (6 year olds)and reading books to them to teach them more about storytelling and emotions. This was part of an initiative to let the younger generation to read more books and enjoy storytelling. The children were very grateful and happy to listen to our stories.

Meridian Secondary School

Media Club

2018 – 2020

CCA Chairperson

- Engaged in the creation of engaging activities to teach juniors the basics of photography and editing. I also plan what goes on during the CCA training and execute accordingly to the time schedule given.
- I competed at local competitions and regularly encouraged my juniors to do the same. I would commonly be seen educating my juniors on how to get the best shots out of a simple subject
- Other than competing at local competitions, I represented the school at many media related events as Head Photography Manager. I directed my peers on what to take and what to look out for and reviewed their work at the end of the event.

Achievements & Awards

- National Youth Achievement Award, Silver Medal 2020
- Edusave Award for Achievement, Good Leadership and Service 2020
- SYF Art Exhibition Picked By Curators 2020
- Canon Photomarathon, represented school 2019
- Singapore Garden Photographer of the Year, Represented school 2019
- National Youth Achievement Award, Bronze Medal 2019
- Singapore Young Photographers Award, Merit Award 2018

- SYF Celebrations song writing contest (Festival song category)
Consolation Award Winner 2018

Micro and Alternative Credentials

- Incubation Lab Enhanced Art Programme (I-LEAP) 2020
- DJ & Sound Engineering Module, Cignature enrichment group 2019
- Digital Illustration course by built from Skratch 2018

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