


TAY JING YING

studying and designing for humans 

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EDUCATION

Singapore University of Social Sciences
Bachelor of Science (B.Sc) in Psychology

2022 - Present

Singapore Polytechnic
Diploma in Visual Effects & Motion Graphics

2018

EXPERIENCE

Creative Designer • InvaderPC

2021

- Managed field research & content proposal for digital and physical gaming PC products
- Led a 0 to 1 strategy on social media collaterals and campaigns
- Executed end-to-end marketing video projects for leading tech-partners (AMD, Intel, etc.)
- Spearheaded a post-production workflow and product strategy with COO

Post-Production Intern • Mocha Chai Laboratories

2016 - 2017

- Full student internship tour for picture and audio workflows inclusive of offline editing, subtitling, colour grading and DCP processes.
- Supported the launch of iTunes Movie Store onboarding services with MCL
- Supported the launch of Singapore's pioneer film restoration service by MCL
- Led and setup a project management tool and workflow with producers for internal usage

PROJECTS

Personal Project • Shopee SG April'23

- First UX case study implementing basic methodologies and UX principles
- Conducted user research and competitive analysis
- Hi-Fi sketch of a feature redesign within mobile app

Personal Project • Work in Progress April'23

- Second UX case study in the works

VOLUNTEER AND ACTIVITIES

Volunteer Media Crew • AWWA

2018 - 2021

- Pro-bono media crew consisting of photography and videography coverage for private charity events and charity drives for general public and AWWA members

CERTIFICATION

Google UX Design

Google Professional Certificate
Feb 2023 | Coursera

University of Michigan

User Experience Research and Design
Apr 2023 | Coursera

Daniel Walter Scott

Figma UI/UX Design Essentials
Jun 2022 | Udemy

SKILLS

General

UI/UX Design
Design Thinking
UX Research
User Discovery
Design Sprints
User Interviews
Wireframing
Usability Testing

Design & Creative

Figma
Adobe Creative Suite
Final Cut Pro
DaVinci Resolve

Referees

Available upon request

AWARDS AND LEADERSHIP

Study Awards

Recipient of study awards for Secondary and Tertiary education for consistent academic results and improvement

Vice President

Elected as Vice President for Media Club, leading main committee of over 20 members across school and external events