

Geng Hao Teo

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Education

National University of Singapore (NUS)

August 2015 - May 2019 (expected)

Bachelor of Social Sciences in
Communications and New Media

GPA: 4.33/5

Skills

Research

User Research, Competitive Analysis,
Qualitative & Quantitative Research
Methods

Marketing

Web Design, Graphic Design, Brand
Development, Content Strategy,
Content Management

Product

User Experience Design, Information
Architecture, Wireframing, Prototyping,
User Interface Design, Usability Testing

Development

HTML, CSS, Sass, JavaScript, GitHub

Tools

Photoshop, Illustrator, InDesign,
Sketch, Figma, Principle, Microsoft
Office, WordPress, Squarespace

Awards

BiZiT Festival 2017

Second runner-up in BiZiT-Accenture
Smart Nation Challenge.

NUS Overseas Colleges Scholarship

Recipient of scholarship for an
internship and exchange program in a
global entrepreneurial hub.

Experience

Product Design Intern, VIPKID

July 2017 - December 2017 · Beijing, China

- Collaborated with product managers and developers to build an online platform that offers quality English education to thousands of children and supports hundreds of ESL teachers worldwide.
- Developed brand and marketing strategies to attract teachers by conducting research on the online education industry in China.
- Bridged business and user objectives to design a seamless experience for teachers to help them perform well on the platform.

User Experience Design Intern, Investing Note Pte Ltd

December 2016 - January 2017 · Singapore

- Proposed redesigns to desktop and mobile versions of the platform to benefit 15,000 users.
- Brainstormed improvements to several platform features to create a smooth and delightful experience.

Brand Development Intern, the STUDIO NYC

May 2016 - July 2016 · New York City, New York, USA

- Helped small businesses develop their brands through crafting an effective brand and content strategy.
- Designed and implemented marketing websites and created visual assets for use across digital marketing channels.

Projects

Random Blends 2018

Developed brand assets and marketing content including a website and media kit for Random Blends, the annual flagship exhibition by the NUS Department of Communications and New Media.

BiZiT Festival 2017

Participated in a 2-day competition aimed at working with industry to tackle challenges, and developed a solution to drive sustainable practices through community initiatives.

OneService by Municipal Services Office

Redesigned and improved OneService, a platform of the Singapore government's Municipal Services Office (MSO) to benefit thousands of users.