

ABOUT ME

My experience lies in developing unique ideas that create lasting impressions by understanding and empathising with the needs of the users. My leadership roles have imbued me with skills of influence, multi-tasking, and effective communication. I'm currently learning how to code better at 42 Singapore.

WORK AND INTERNSHIP EXPERIENCES

Nudgespace Pte Ltd, Cofounder & CPO

Sep 2023 - Apr 2024

- Applied insights gained from Antler's Programme to oversee Product Design/Development, Game Development, Branding, and Marketing.
- Designed high-fidelity prototypes and executed extensive market research, shaping and refining product features and roadmap to meet user needs and company's vision.
- Orchestrated all aspects of user testing and validation efforts, ensuring alignment with user expectations and product objectives, building a community of 30 individuals.

Antler Singapore, Founder in Residence

May 2023 - Aug 2023

- Conducted market research and led design for Fintech savings app tailored for Gen Z users.
- Enhanced fundraising and business development skills through participation in intensive business bootcamps, building skills of effective validation and building rapid MVPs.
- Successfully grew business to a user base of 25 beta users in a span of 2 weeks and advanced to the final Investment Committee for fundraising.

Singapore Grand Prix, Freelance Video Content Creation & Strategy

Jul 2022 - Sep 2022

- Produced and executed a 6-video behind-the-scenes Instagram series, "SGP DNA", generated over 30k views per video and 5k interactions with audiences.
- Coordinated and brainstormed with various stakeholders to ensure produced content aligned with brand standards.

Tinvio (Merchant Payments Startup), Community Associate Intern

Jul 2021 - Dec 2021

- Developed a comprehensive Instagram strategy, increased engagement rates by over 25%.
- Researched and brainstormed the development of NFTs.

EDUCATION

Singapore University of Technology and Design/42 Singapore

May 2024 - Present

Passed the Piscine

National University of Singapore/Tembusu College

Aug 2019 - May 2022

Faculty of Arts & Social Sciences

Bachelor of Arts in Communications and New Media, Minor in Sociology

Cumulative Average Point (CAP) **4.51/5**

Ngee Ann Polytechnic, School of Film and Media Studies.

Aug 2014 - Apr 2017

Diploma in Mass Communications

Grade Point Average (GPA) **3.69/4**

CO-CURRICULAR ACTIVITIES AND VOLUNTEER EXPERIENCES

Tembusu College Student Committee, Arts Director

Sep 2020 - Sep 2021

- Directed a cross-functional team of 10 members to manage 11 different Art Interest groups at NUS Tembusu College.
- Oversaw and organised art events for Tembusu College, including the bi-annual Tembusu Arts Week, 20-plus workshops, and a live stream performance.

YEP Klang, Student Leader Volunteer

Nov 2016 - Dec 2019

- Conducted major camps for about 300 refugee students in Klang, Malaysia.
- Built strong relations with organisations and teachers, led trips back to volunteer in teaching.

SKILLS

- Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe XD, Microsoft Office, Procreate, Figma, Spline, Basic HTML CSS Javascript, Asana, Agile

ADDITIONAL INFORMATION AND CERTIFICATIONS

- **Languages:** Fluent in English (spoken and written), Average in Mandarin (spoken and written)
- **Certifications:** Google Project Management Specialisation, Google UX Design Specialisation, Digital Product Management, Agile Meets Design Thinking, Visionary Leadership