

YONG JIA YU

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SUMMARY

Dynamic and determined Communications and New Media student passionate in game design and storytelling.

SKILLS

- Unity (Beginner)
- GitHub (Beginner)
- JavaScript
- Adobe Illustrator
- Adobe Premiere Pro (Beginner)
- Canva
- Languages: English, Mandarin

GAME DEVELOPMENT EXPERIENCE

- [The Jewels Arc](#): Platformer, created for Singapore Global Game Jam 2022. I was the game designer, helped with some graphics and learned Unity 2D.
- [The Legend of Jack and the Beanstalk](#): Platformer, my final project requirement for NM3216 Game Design. I was the game designer, and helped to code it in GameMaker Studio 2.
- [Injustices of the Illuminated](#): Turn-based RPG, my final project requirement for NM2207 Computational Media Literacy. I coded and designed the whole game using JavaScript

EDUCATION

National University of Singapore

Aug 2020 - Present

Bachelor of Arts

- Communications and New Media (1st Major), Economics (2nd Major)
- CAP: 4.68/5.00
- Relevant modules taken: NM2207 Computational Media Literacy, NM2213 Introduction to User Experience Design, NM3216 Game Design

Hwa Chong Junior College

Jan 2016 - Dec 2017

GCE 'A' Levels

- 3 H2 Distinctions in History, Literature in English, and Mathematics
- H3 Distinction in History

PROFESSIONAL EXPERIENCE

Webnovel, Content Support Intern

Dec 2021 – Jan 2022

- Editing user-created novels on Webnovel, emphasizing their strengths and weaknesses
- Investigating current popular market trends, such as gaming novels, among readers to support novel promotion

Zero1 Pte Ltd, Customer Service Officer

Nov 2019 - Jul 2020

- Addressed customers' telecommunication billing plans and registration, including arbitrating disputes about bills, gaining CRM experience catering to over 70,000 subscribers
- Responded to over 4,000 customer support emails within first three months of work, and averaged responding to 100 emails per day thereafter
- Managed safe distancing measures and entry for physical office during COVID-19

Republic of Singapore Navy, Communications Specialist

Sep 2018 - Nov 2019

- Won 188 Squadron's Best NSF Award (Jul - Sep 2019) for outstanding performance among full-time national servicemen
- Operated naval communication systems (radio, email, satellite communications, flag hoists and Morse code lights) on board a Republic of Singapore Navy warship (RSS Valour)
- Deployed to India, Myanmar, and Malaysia
- Refined staff work skills e.g., drafting official emails, writing reports, familiarity with Microsoft Office

- Organised National Education outreach initiatives among crew members e.g., heritage trails, NE sharing, to increase morale and *raison d'etre*, and build national identity
- Mentored at least 3 batches of RSS Valour's junior operators in naval communication and seamanship skills

EXTRA CURRICULAR ACTIVITIES

NUS Communications and New Media (CNM) Society

President

Aug 2021 - Present

- Leading CNM Society and making society-level decisions
- Mentoring CNM Society Exco members in organizing internal and external events
- Advising on the publicity and marketing of CNM Society events
- Restored CNM Society's record-keeping protocols according to Registry of Societies regulations
- Set up a Discord server for CNM students to use for internal bonding and camaraderie, attracting 90 users
- Organising a book sale for 1000 academic books owned by the Society

Vice President (External)

Sep 2020 – Jul 2021

- Founded CNM Cares: a CNM Society project enhancing digital literacy among underprivileged youths
- Pioneered the "Beyond the Module" series of talks: Engaged industry professionals such as CNA journalists, UI/UX designers and film producers, catering to more than 50 students per talk
- Representing CNM Society at events e.g., talks by the Institute of Public Relations Singapore, CNM Q&A

Ridge View Residential College: Project Director (Trivia Night); Publicity Sub-Committee Member

Sep 2020 – Present

- Organised and hosted tRVia, a trivia competition lasting 5 weeks, to promote college inter-house bonding
- Planned events such as Trivia Night, Chinese New Year celebration, and an inter-block welcoming game to enhance student life, reaching out to more than 50% of residents
- Showcased skill in Adobe Illustrator and Canva by creating event posters

NUS ExxonMobil Campus Concert Crew (EMCC), Member

Sep 2020 - Present

- Stage Manager for Rintihan Buana, NUS Ilsa Tari's 2022 performance
- Livestream I/C for Wind Symphony internal showcase, 2021
- Appointed Front of House in-charge for NUSTudios' film screening of *Tiong Bahru Social Club*, serving an audience of 100 viewers
- Stage Manager in NUS Arts Festival: In Search of Lost Time; coordinating 5 performance acts in one venue
- Created social media collaterals for NUS Bring It Back to Live and for EMCC's "Music Mondays" series

NUSPA Varsity Voices, Marketing Head

Dec 2020 – Sep 2021

- Engaged students with political issues, to encourage interaction between political associations of 3 tertiary institutions (NUS Political Association, NTU Current Affairs Society and SMU Apolitical Society)
- Started an Instagram account for Varsity Voices, growing its presence to 100 followers
- Created social media collaterals, and filmed interview videos with keynote speakers

VOLUNTEER EXPERIENCE

CNM Cares, Project Lead

Dec 2020 – Dec 2021

- Conducted an outreach session with 10 Pasir Ris residents about cyberbullying and online scams
- Raised 4 donated laptops, 8 personal computers, and \$200 in donated funds from NUS students and faculty to help underprivileged students at Muhammadiyah Welfare Home
- Collaborated with Paya Lebar Youth Network to educate 15 underprivileged youths about digital literacy and wellness, thereby reducing digital divide

Project Blood, Publicity Head

Jan 2021 – Dec 2021

- Leading a team of 3 other designers to develop collaterals in promoting blood donation
- Organising media coverage for 2 blood donation drives in July and December 2021
- Designed collaterals for project Instagram page and growing it past its follower count of 150

Buona Vista Community Club Peer Tutoring Programme, Peer Tutor

Jul 2016 - May 2017

- Guided an underprivileged Secondary 1 student with schoolwork in English and Mathematics

ADDITIONAL DATA

- Interests: writing fiction (<http://reddit.com/athomeinthegalaxy>, <http://playsetmag.wordpress.com>)