

# Quek Yi Ning, Melanie

User Experience Designer

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## Work Experience

### Interaction Design Teaching Assistant, National University of Singapore Jan 2023 - present

- Supported teaching of CS3240 Interaction Design focused on design thinking processes for 170 peers.
- Mentored 12 peers on iterative prototyping design projects over 4 months; Evaluated design assignments on heuristic evaluation and prototyping, providing individualised feedback to peers.
- Facilitated Interaction Design courses for NUS SCALE Youth Programme and SOC Summer Workshop 2024.

### Digital Innovation (UI/UX) Intern, Singapore Airlines Limited Jan - May 2023

- Led UI/UX design and contributed to product design of in-house staff canteen application via Agile Scrum over 2 months, collaborating closely with product manager, software developers and HR business unit.
- Conducted guerilla user testing and facilitated a 3-week product launch trial reaching 200+ staff.
- Designed high-fidelity mock-ups and assisted with Vue.js development for an in-house loyalty token platform.
- Conceptualised Augmented Reality (AR) game feature for the Kris+ App to improve footfall for Kris+ merchants island-wide, scoping product design for Proof-of-Concept development.
- Assisted in translating design concepts into working prototypes via React and React Native.

### UI/UX Design Intern, Activate Interactive Pte Ltd Jun - Nov 2022

- Created wireframes and high-fidelity mock-ups for St. Luke's Eldercare App Suite pre-sales over 2 weeks.
- Designed winning high-fidelity mock-ups for MHA's SGSecure 2.0 Mobile App pre-sales over 2 weeks.
- Devised high-fidelity mock-ups for a health statistics dashboard for HPB's Call-for-Collaboration over 4 weeks.

## Projects

### NUSFasterPay, User Experience Researcher (4pax) Jan - Apr 2024

- Led the team to conduct quantitative research via RStudio on the National University of Singapore's Fastpay site to identify key design improvements to streamline usability.
- Overall individual performance in module recognised with Top Student Award for Phenomena and Theories of Human-Computer Interaction (Quantitative UX Research).

### User Experience for Domestic Tourists, UX Designer and Researcher (Solo) Aug 2023 - Apr 2024

- Practice-based Honours Thesis project on *How might user experiences be designed to support social interactions within communities for domestic tourists in Singapore?*
- Conducted user interviews, surveys and usability tests to guide UX design processes.

### GPQueue, Mobile Interaction Designer (Solo) Sep - Nov 2023

- Proposed mobile application to enhance waiting experience for physical drop-in visits at general practitioners.
- Conducted contextual inquiries, usability tests and heuristic evaluations to guide UX design processes.

## Education

### National University of Singapore Aug 2019 - May 2024

- B.Soc.Sci.(Hons) in Communications and New Media - *First Class Honours*
- Minor in Interactive Media Development; Minor in Architectural Studies.

### Hwa Chong Institution 2017 - 2018

## Skills

Interaction Design ..... User Research, Wireframing, Storyboarding, Hi-fi Prototyping, User Testing

Design Tools ..... Figma, XD, InDesign, Illustrator

Front-end Development ..... HTML, CSS, JavaScript, React, React Native, Node.js, Vue.js, Next.js

Languages ..... English (Native), Mandarin Chinese (Native), Korean (Limited Working Proficiency;  
*Test of Proficiency in Korean Level 6 - Highest Attainable Grade*)