

Quek Yi Ning, Melanie

User Experience Designer

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Work Experience

UI/UX Designer, Activate Interactive Pte Ltd

Dec 2024 - present

- Designed and enhanced UI/UX solutions for active client projects, including the Ministry of Home Affairs.
- Conducted UX research activities, including on-site user validation surveys and usability testing
- Developed UI/UX design and research proposals tailored to client needs.
- Performed accessibility audits on client projects and recommended design improvements aligned with WCAG guidelines to enhance usability and inclusivity.

Interaction Design Part-time Tutor, National University of Singapore

Jan 2023 - present

- Supported teaching of CS3240 Interaction Design focused on design thinking processes for over 200 peers.
- Mentored iterative prototyping design projects and provided prompt feedback on design thinking processes
- Evaluated design assignments on heuristic evaluation and prototyping, providing individualised feedback.

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

- Designed high-fidelity mock-ups and visual pitch decks for 3 presales projects, including the winning project for MHA's SGSecure 2.0 Mobile App.

Projects

NUSFasterPay, User Experience Researcher (4pax)

Jan - Apr 2024

- Led 5-member team to conduct quantitative research (RStudio) on the National University of Singapore's Fastpay site to identify key design improvements to streamline usability.
- Outstanding individual performance 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 Community Design - *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.

Skills

Interaction Design User Research and Analysis, Wireframing, Hi-fi Prototyping, User Testing

Design Tools Figma, XD, InDesign, Illustrator, Photoshop,

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)