Quek Yi Ning, Melanie
Product Designer

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Melanie's Design Portfolio

Work Experience

Interaction Design Teaching Assistant, National University of Singapore   Jan - May 2023; Jan - Jul 2024
- 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

***User Experience for Domestic Tourist*, User Experience Designer (*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?*

GPQueue, Mobile Interaction Designer (Solo)   Sep - Nov 2023
- Proposed mobile application to enhance waiting experience for physical drop-in visits at general practitioners.

***homebuddy*, UI/UX Designer (*Solo*)**   Mar 2022
- Created mobile application to streamline the search for rental units via iterative user testing and prototyping.
- Published case study in Medium's design publication Bootcamp.

***Eaterio*, UI/UX Designer (*4 pax*)**   Jan - Apr 2022
- Designed user-centric mobile application Eaterio streamlining the process of deciding where to dine at.
- Conducted user study, brainstormed, and executed design solutions via parallel and series prototyping.
- Developed a high-fidelity Figma prototype via iterative process of user testing and heuristics evaluation.

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 (*Test of Proficiency in Korean* Level 6 - Highest Attainable Grade; Limited Working Proficiency)