

# Melanie Quek

Product Designer

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[Melanie's Design Portfolio](#)

## Work Experience

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

- Supported and facilitated the teaching of module CS3240 Interaction Design, focusing on user research and iterative prototyping with user testing to 106 peers.
- Mentored 12 peers on iterative prototyping design projects; Evaluated design assignments on heuristic evaluation, design critique and prototyping, providing individualised feedback to peers.

### 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 testings and facilitated a 3-week product launch trial reaching 200+ staff.
- Designed high-fidelity mock-ups and assisted with Vue.js development for in-house loyalty token platform.
- Conceptualised Augmented Reality (AR) game feature for Kris+ App to improve footfall for Kris+ merchants island-wide, scoping product design for Proof-of-Concept development.
- Assisted with front-end development of canteen applications 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.
- Led designs for Investor Brochures and socials for company and subsidiaries.

## Projects

### User Experience for Domestic Tourist, User Experience Designer (2 pax) Aug 2023 - Apr 2024

- Ongoing Practice-based Honours Thesis project with working research question: *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.
- 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)