

MCF Customer feedback

Designer: Unna Yarles

Role: Associate UI Design Consultant

Industry: Public Sector

Team: MyCareersFuture (mainly focus on CareersFinder, also support Job Seeker and Employer team) under Ministry of Manpower, Singapore

Duration: 2.8 months (16 January 2023 - 31 March 2023)

Location: Sandcrawler Building

Workforce Singapore (WSG) Careers Connect (Lifelong Learning Institute)

Stakeholder Chart

Unna, as an UI Designer, collaborated closely with **Lilian** (UX - CareersFinder), **Li Xiang** (UX - Employer), **Jermaine** (UX - Job Seeker), **Jenelle** (PO - CareersFinder), **Nicole, Darwin** and **Elson** (Delivery Manager) in every internal design discussion. Then, following by **Ong Chun Xiang** (Head of PO), **Zui hui** (PO - Job Seeker), **Ernest** (PO - Employer) in "MCF UX-PO meeting" which all designers have to present their design updates to the rest of the team - *PO and related stakeholders - for example, WSG team, the commus, and compliance.*

More than the design part, she also collaborated closely with developers - **Andrey, Sze, Jindi** and **Thomas** to ensure the illustrative design quality on MCF platform.

Feedback

"I appreciate your in-depth knowledge and sharing on the illustrative designs you've been helping us in."

Unna, thank you for bringing a fresh perspective to how we can improve our brand and engagements to the users through the illustrative designs. It is evident through the work you produce that you've spent lots of time and effort to bring forth the best experience and clarity to the users of MCF. You prepared well for every sharing and I always appreciated you sharing the best practices out there and how it can be applied to MCF. I also hoped that you've learned as much as we've benefited from you. In particular the sensitivity of portraying the different races in our designs. That was an interesting discussion we had. Although we may not be able to implement all the things you've shared, I'm looking forward to post-MVP where we have more bandwidth to implement those designs.

I wish you all the very best in your next role and hopefully we have a chance to work together again.

Ong Chun Xiang, Head of Product Owner
MyCareerFuture, GovTech

What do you really like?

I am impressed by your quality of the work, illustrations, user flows and feature ideas.

For illustrations, in particular, I feel that they are very vivid and bring to life the meaning of the write-up/product. Your illustrations are very inspiring because it injects life and faces to the product.

I feel that you are very professional. For each proposed user flow or feature, there will also be a lot of UX research and framework applied to the idea and contextualized to our user needs. There will also always be documentation on our discussion and a working document to capture the upcoming work, prioritization etc.

I appreciate your initiative to always discuss and update about the work you were working on.

As a team mate, you always provide constructive feedback. I also appreciate your warmth and friendliness to help break the ice and bond the team closer.

What do you think I should improve?

Nothing.

Perhaps also because we worked only for a short while, I can't think of any.

What do you think you have been learning from me while we work together?

I learnt how UX principles are applied into illustrations, e.g. the color wheel to provide a certain image for the product or for better contrast/visuals, how presenting facts, success stories and personalisation can allow us to better engage users.

Any other feedback?

It was great working with you! I wished it could have been longer. ;)

Jenelle Loo, Product Owner (CareersFinder team)
MyCareerFuture, GovTech - Workforce Singapore

Thanks for always doing such thorough research, even for small features! I'm learning a lot from you and your methodical approach towards design!

Thanks for taking the initiative to speak with the various stakeholders on the initiatives. Illustration and graphic design skills are 10/10.

Thank you for reviewing the illustrations and meeting the new requirements laid out. Appreciate your patience and for making the change.

Also loved your presentation on gamification. Great crash course and I learned a lot.

“ขอบคุณสำหรับการทำงานหนัก” (Thank you for your hard work.)

Lilian Lee, Experience Designer (CareersFinder team)

MyCareerFuture, GovTech

Hello Unna!

What do you really like?

I love your energy that you bring to the team and I remember you mentioned that when you meet up with people you would like them to "take away something". I also like how you structure your presentations when you share your work, very deliberate and well thought out – what kind of research is done, what is the outcome and your recommendation. You also adapt to our way of working really quickly.

What do you think you have been learning from me while we work together?

When you had the sharing session for research it was very helpful for me. You even went the extra mile to consolidate them into a list for me thank you very much.

All the best Anna! I'm sure everyone will be glad they have worked with you!

Li Xiang, Experience Designer (Employer team)

MyCareerFuture, GovTech

"I have nothing to comment on the quality of your work, love love love them all! You have the ability to capture what the brief is accurately, which is a gift. You have also been a great team player and brought great energy to the team. We will definitely miss having you around!"

I really like how you bring out the essence in your characters... It's definitely one of your skills I envy.

I guess if you have the intention to extend more into UX, it's an area you can consider to improve. E.g. to consider business intentions/purposes more and finding the sweet spot to balance it all (biz/user/dev/constraints)"

Jermaine Wong, Experience Designer (Job seeker team)

MyCareerFuture, GovTech

I really like:

- how concepts/solutions are presented along with options in a clear and easy to understand manner
- how well facilitated the discussions are thanks to the way you structured your presentations for our UX PO sessions
- thank you for redesigning our MCF robot, we will cherish this piece of work you made with love for us <3
- how much fun and vibrant energy you bring into your work and as a team member

I cannot really think of what needs to be improved at the moment!

I learnt from you about the different types of brand approaches to consider when determining how we should design the page's main nav (house of brand vs sub-brand, etc)

I think in today's day and age of corporate drudgery/jadedness from the daily grind/rat-race, your energy and the fun and joy you bring into the world is needed all the more, and I hope you get to keep doing what you do, and I hope it continues to bring you all the joy as you do it too. Remember to take care of yourself while busy putting out great work into the world, Unna - make time for meals and rest, drink water during hot weather, wear sunscreen <3

Going to miss you a lot and looking forward to the day we get to cross paths again!

Nicole Ong, Delivery Manager
MyCareerFuture, GovTech

I only met you twice and have very limited interaction. From what I can see is that you are a nice, pleasant person, and your colleagues seem to value your work.

Darwin Gosal, Delivery Manager
MyCareerFuture, GovTech

Team Photos



Unna on her last speech before leaving GovTech team (29/3/2023)

Feedback on Gamification Crash Course

Presentor: Unna Yarles

Topic: Gamification from scratch to hatch by Unna

Participant:

1. Erin Xie, GovTech Designer
2. Lilian Lee, GovTech Designer
3. Edwin Lau, GovTech Designer
4. Chow Pui Fang, GovTech Designer

Date & Duration: 8 March 2023 (2 hours)

Location: Genius Central Singapore

Rating: 5 star rating crash course ★★★★★

What were your key takeaways from this knowledge sharing?

- Gamification can make lengthy contents feel less tiring to finish

What do you like about this knowledge sharing?

- It was fun
- I like how Unna gamified the presentation itself. Being able to do by example is the best way to show why gamification works.
- I loved your presentation on gamification. Great crash course and I learned a lot.

What should I improve about this knowledge sharing?

- Prototype it! might be fun!



Unna did Gamification Crash Course sharing with GovTech Designers (8/3/2023)