

# LOOI MUN WAI

## CONTACT



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Melbourne, VIC 3030

## SKILLS

**Adaptiveness**

**Cultural Awareness**

**Critical Thinking**

**Leadership Development**

**Problem Solving**

## EDUCATION

**University Bachelor Degree**

**RMIT University (City)**

2022-2024

Bachelor of Applied Science  
(Psychology) - Graduated

## AWARDS AND CERTS

- IBM SkillBuild – Artificial Intelligence Fundamentals (2025)
- UNIQLO & Fast Retailing – Certificate of Recognition: Outstanding Contribution in the UNIQLO GMP (2024)
- Xolvit & VTAC – Certificate of Achievement: Xolver for SDG 4 - Better Education (2024)
- RMIT & Practera – Industry Experience Nano-Program Completer (2024)
- RMIT Micro-credential – Intrapreneurship: The Intrapreneur's Roadmap Cluster (2024)
- RMIT Plus Student Ambassador Program – Certificate of Completion (2024)
- LinkedIn Learning & Google – Advance as a Digital Marketing Specialist (2023)
- Microsoft & LinkedIn Learning – Career Essentials in Generative AI (2023)

## PROFILE

A recent Applied Psychology graduate with a solid foundation in human behaviour and a growing passion for talent strategy and organisational development. I bring hands-on experience in research, communication, creative and people-focused roles, complemented by strong analytical and interpersonal skills. Recognised for exceeding expectations during my internship and volunteering experiences, I proactively contributed to cross-functional projects by applying both psychological and entrepreneurial insights.

I have lived and studied in Dubai and Melbourne for 15 years – thrived in diverse, cross-cultural environments and bridge Eastern and Western perspectives with ease. I'm an adaptable, coachable, and values-driven individual who is passionate about empowering others, fostering intrinsic motivation, and building inclusive, engaged teams. I'm eager to grow in a dynamic workplace and contribute meaningfully to organisational success.

## WORK EXPERIENCE

### Marketing Communication Intern - VTAC User Experience Design Team

*Onsite* – VTAC Headquarter (Melbourne CBD)

Mar 2025 - Apr 2025

- **Developed a multi-tiered MVP solution** to support high school students' academic transition, applying strategic thinking and user-focused design to improve decision-making at scale.
- **Integrated cognitive and behavioural psychology insights into VTAC's UI/UX design**, enhancing user experience through data-informed, empathetic front-end development.
- **Effectively communicated project progress and insights to key stakeholders**, demonstrating leadership, structured thinking, and the ability to influence decision-making in a team-driven environment.

### GenAI Prompt Consultant

*Online/Remote work*

Nov 2024 - Current Date

- **Demonstrated strong adaptability and on-the-job learning** by quickly acquiring role-specific knowledge and implementing tailored procedural practices, ensuring smooth task execution and continuous improvement.
- **Excelled in a hybrid work environment**, showcasing reliable time management, multitasking, and the ability to balance shifting priorities to meet deadlines and deliver consistent, high-quality outcomes.
- **Critically assessed AI limitations**, applying analytical thinking to evaluate the boundaries of artificial creativity and identify areas requiring human-driven conceptual depth and innovation.

### RMIT R&I Team - CIAIRI Research Assistant Intern (Internship)

*Hybrid* – RMIT University (Melbourne CBD)

Jul 2024 - Apr 2025

- **Led multidisciplinary research for a systematic literature review (SLR)** exploring diverse success factors, demonstrating analytical depth and strong academic research capabilities.
- **Co-developed a User Interface Design Specification plan** for a web-based AI tool supporting RMIT Grants, blending UX strategy with a user-centric approach to digital innovation.
- **Contributed to conflict intervention strategies and people management**, analysing evolving socio-dynamic group settings to support effective communication and collaborative resolution.

AWARDS AND CERTS

- RMIT & ©Common Purpose Certificate of Completion: Melbourne Open Doors Program (2023)
- Kansai University ( 関西大学 ): Winter School Program Completion (2023)
- RMIT Micro-credential Certificate of Completion: Blockchain for Business (2022)

VOLUNTEERING EXPERIENCE

- RMIT Peer Mentor (2022 - 2024):
- RMIT Plus Student Ambassador (2023 - 2024)
- RMIT University Open Day People Management and Guide (2024)
- RMIT Badminton Club | Club Promoter
- RUMA Club - Activity Officer

PROJECTS

- **Sonus Anima Intelligentia (SAI): AI-Driven, Self-Regulated Music Therapy Tool (2025)**  
*Self-Directed Research, Development, and Analysis | Work In Progress*
- **RMIT CIAIRI: Systematic Literature Review & Big Data Analysis for ADOPTIC AI Measurement Tool (2024- 2025)**  
*PhD Research Support | Completed*
- **VTAC: Pathway Tool & Course Selection UX/UI Transformation (2025)**  
*UX and UI Research & Design | Completed*
- **RMIT CIAIRI & RACE Team: UI Design Tools for Research Grant Applications (2024)**  
*UI Development & Research Support | Completed*
- **UNIQLO and FastRetailing GMP: Global Market Analysis & Strategic Branding Proposal (2024)**  
*Market Research & Business Strategy | Completed*
- **YakBit AI: Technology Advancement Strategy Development (2024)**  
*Marketing Strategy Research & Innovation | Completed*
- **VTAC & Xolvit Collaboration: SDG 4 Innovation Proposal & Strategic Implementation Plan (2024)**  
*Cross-Functional Collaboration & Strategic Planning | Completed*
- **Kansai University Winter Exchange: TravPac Smart Travel Device – Innovative Solution Pitch Competition (2023)**  
*Innovation Pitch | Completed*

LANGUAGES

- English – Native or Bilingual Proficiency
- Mandarin – Limited Working Proficiency
- Cantonese – Limited Working Proficiency

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UNIQLO | Global Management Program 2024 - Australia Sole Representative (Contract)

Onsite – Uniqlo Co., Ltd. Ariake Office (Tokyo) Jul 2024 - Aug 2024

- **Conducted in-depth research and data analysis to support financial forecasting**, stakeholder behaviour insights, and innovative business strategy development.
- **Presented a data-informed business proposal to UNIQLO executives**, showcasing clear communication, confidence, and a deep understanding of customer behaviour and corporate culture.
- **Collaborated across time zones and diverse cultural backgrounds**, aligning team goals and maintaining proactive engagement to drive effective, globally-minded teamwork.

Achievements:

- **Global Selection & Recognition (top 0.7% globally)**
- **Strategic Excellence & Executive Commendation**
- **Leadership & Team Empowerment**

Practera & YakBit.AI Nano-Industrial Program - Customer Journey Researcher (Freelance/Program)

Online/Remote work Jun 2024 - Jun 2024

- **Developed a strategic and actionable business proposal** for Yakbit, collaborating in a team with diverse professional backgrounds to support the company's growth in AI applications for corporate use.
- **Conducted customer journey research and analysis**, delivering user-focused insights to guide business development and innovation.
- **Optimised proposal structure and visual presentation using Canva**, ensuring clear, professional communication of complex ideas to stakeholders.

Xolvit and VTAC SDG Challenge - Successful Xolver 2024 (Freelance/Program)

Hybrid – VTAC Headquarter (Melbourne CBD) Feb 2024 - Apr 2024

- **Collaborated with VTAC and Xolvit executive teams** to assess project feasibility and co-develop an operational plan for implementation, showcasing cross-functional teamwork and strategic planning.
- **Took initiative in learning video editing** to create a compelling video-format project proposal, reflecting adaptability, self-directed learning, and creativity.
- **Led the development of a business proposal addressing SDG challenges**, demonstrating leadership, innovation, and a commitment to social impact through structured problem-solving.

Achievements:

- **CEO-Endorsed Internship Offer – VTAC Collaboration (2024)**

Kansai University Winter School – Global Exchange Program 2023 (Freelance/Program)

Onsite – Kansai University (Kansai, Osaka) Jan 2023 - Jan 2023

- **Selected for a prestigious RMIT-affiliated global program** to explore entrepreneurship and business culture in Osaka, Japan's mercantile capital, reflecting international recognition and academic excellence.
- **Developed and presented innovative solutions to real-world business challenges**, showcasing critical thinking, creativity, and applied problem-solving.
- **Collaborated in a multicultural team environment** and completed a Japanese language course (Survival Level), demonstrating cultural adaptability and strong cross-cultural communication skills.