

# NINGJING WU

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## Experience

### Freelance Designer

2020 – Present

*Self Employed*

- Designed brand identities and user interfaces, as well as print and digital materials, for clients in the education, technology, and non-profit sectors.

### Curriculum Writer and Book Designer

Jan 2025 – Jun 2025

*Academia Pte. Ltd., Singapore*

- Co-authored and designed a 180-page humanities guidebook for 100+ tertiary students and six educators.
- Streamlined production time by two weeks by creating a brand-consistent template and documentation.

### Research Assistant

Aug 2023 – Nov 2023

*NUS Department of Communication and New Media*

- Led independent research on digital transformation in the PR industry under Professor Suwichit Chaidaroon.
- Conducted content analysis across 15 PR agencies to identify trends in ethical digital practices.

### User Experience Intern

Jun 2023 – Nov 2023

*Urban Redevelopment Authority, Singapore*

- Reduced user setup time by 40% for a proprietary program by redesigning the onboarding flow in Figma.
- Authored a technical manual for handoff to a team of 30+ architects and urban planners.

### Marketing and Communications Intern

Jun 2022 – Aug 2022

*Lee Kong Chian Natural History Museum*

- Boosted online readership by 15% through 10+ SEO-optimized blog features and press releases covering major research and outreach events.
- Designed graphics and developed copy in collaboration with scientists for multiplatform campaigns.

## Education

### National University of Singapore

Aug 2021 – May 2025

*B.Soc.Sci. (Honours with Highest Distinction) in Communications and New Media*

- GPA 4.7/5.0
- Marketing Director, NUS Seafarers: Grew club membership by over 100 members via targeted outreach.
- Marketing Director, NUS Art of Living: Ran campaigns drawing 128 students to a flagship yoga event.
- President, Tembusu College Film Club: Increased event attendance twofold by revamping programming.

### Humboldt University of Berlin

Apr 2024 – Aug 2024

*Exchange Semester Majoring in English Literature*

## Skills

**Communication:** Technical and Feature Writing, Marketing and Content Strategy, Qualitative Research

**Design:** Art Direction, Brand Identity, UI/UX, Adobe Suite, Figma, Blender, Framer, HTML/CSS/JavaScript

## Awards

- *Jury's Prize*, Long Story Short Award (2024)
- *First Prize*, Goh Sin Tub Creative Writing Competition (2023)

## Languages

- English (Native)
- Chinese (Fluent)
- Japanese (Basic, JLPT N4)