

# NINGJING WU

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## EXPERIENCE

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### Freelance Designer

*Self Employed*

2020 – Present

- Delivered branding, UI/UX, and marketing projects for clients.

### Curriculum Book Designer

*Academia Pte. Ltd., Singapore*

Jan 2025 – Jun 2025

- Co-authored and laid out a 180-page humanities guidebook adopted by 100+ tertiary students and 6 educators.
- Reduced curriculum production time by 2 weeks by building a reusable InDesign template system with improved visual consistency.

### Research Assistant

*NUS Department of Communication and New Media*

Aug 2023 – Nov 2023

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

### User Experience Intern

*Urban Redevelopment Authority, Singapore*

Jun 2023 – Nov 2023

- Revamped onboarding flow for URA's geospatial urban planning tool.
- Created interactive Figma prototypes and contributed to the technical manual for hand-off to engineering and training teams.

### Marketing and Communications Intern

*Lee Kong Chian Natural History Museum*

Jun 2022 – Aug 2022

- Authored and edited 10+ blog entries and press releases covering major research and outreach events.
- Designed graphics and developed copy in collaboration with scientists for multi-platform campaigns.

### Research Assistant

*NUS Department of Chemical and Biomolecular*

Mar 2019 – Mar 2020

- Co-authored peer-reviewed paper in Biosensors and Bioelectronics on bedside assay for biomarker detection using DNA circuits.

## EDUCATION

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### National University of Singapore (NUS)

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

Aug 2021 – May 2025

- GPA 4.7/5.0

### Marketing Director, NUS Seafarers

- Grew club membership by 100+ via targeted socials & outreach.

### Marketing Director, NUS Art of Living

- Ran campaigns drawing 100+ to flagship wellness event.

### President, Tembusu College Film Club

- Increased event attendance 2x by revamping programming & logistics.

### Humboldt University of Berlin

*Exchange Semester in English Literature*

Apr 2024 – Aug 2024

- Completed cultural and media studies coursework in a global academic setting.

## SKILLS

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### Proficiencies

- Technical Writing, Feature Writing, Research
- Visual Design, UI/UX Design, Branding, Marketing

### Software

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)
- Figma, Microsoft Suite, HTML, CSS, JavaScript, Blender

## AWARDS

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

## LANGUAGES

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