

Tay Ying Qi

Service and interaction Designer

yingqi99@hotmail.com +65 90721170

About

Being an Industrial Design graduate, I enjoy designing and making things work. I believe that the practical aspects of design are as important as the creative process. I find satisfaction in making products useful and valuable through simplifying processes for end users. My internship with Singapore Tourism Board gave me the opportunity to design and propose visitor journeys for a more seamless travel experience. I am interested in Service Design, Interaction Design and Creative Coding, and find joy in using my skills to explore the intersection between design and emerging technologies.



Experience

Visitor Experience Strategy Intern | Singapore Tourism Board

Jan 2021 - Jun 2021

- Support in end-to-end visitor journey mapping to validate and refine user flows.
- Designed POC screens through design thinking and its iterations to enhance visitor experience.
- Helped to consolidate and share latest UX trends and learnings.
- Synthesized research findings and designed an infographic on post-COVID traveller sentiments for UX sharing throughout the organisation.

Operations Executive | Uber Singapore Technology Pte Ltd

Jan 2018 - Mar 2018

- Assisted with the explanation of UberTaxi to taxi drivers
- Assisted with the onboarding of taxi drivers to Uber platform

Education

Bachelor's in Industrial Design | National University of Singapore

2018-2022

- Took on platform projects in Sustainable Living, Service and System's Design and Interaction Design

Residential College 4 | National University of Singapore

2018-2020

- Utilised systems thinking and system dynamics concepts to understand real-world problems, such as population dynamics and food waste.

Integrated Programme | National Junior College

2012-2017

- Completed 6-year Integrated Programme and GCE 'A' levels
- Distinctions in H2 Physics, H2 Chemistry, H2 Mathematics and H2 Economics

Skills

Design

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Systems Thinking

Research

User interviews,
Usability testings,
Persona hypothesis,
Competitor analysis

Tools

Design

Figma,
Adobe XD,
Miro,
Illustrator,
Photoshop,
After Effects,
p5.js