

Nadia Atiqah Bte Mohd Yahya

nad.atiqah@gmail.com | wpuffs.github.io | linkedin.com/in/nadia-atiqah/

EDUCATION

Postgraduate Certificate in Design Strategy & Innovation

July 2024 – July 2025 (Expected)

Singapore Institute of Technology

Bachelor of Computing in Computer Science (Honours)

Aug 2018 – Jan 2022

National University of Singapore

- Relevant coursework: CS3240 Interaction Design, CS4249 Phenomena & Theories of Human-Computer Interaction

AWARDS & ACHIEVEMENTS

Huawei Future Interaction Design Award (Third Team Prize)

Dec 2021

- Conceptualised & designed Catlas, a mobile application tracks the welfare of Singapore's community cats

WORK EXPERIENCE

DBS Bank, Institutional Banking Group Technology

Oct 2022 – Present

Graduate Associate (Business Analyst)

- Led end-to-end project analysis of KYC services into banking systems across multiple regional markets, effectively streamlining existing user flows for branch users to reduce KYC completion time
- Facilitated effective communication and managed approvals and deadlines across technical and business teams, ensuring project alignment despite complex organizational processes across various markets
- Evaluated tech feasibility for new requirements, aligning legacy code and existing workflows with user needs

Circles.Life

Dec 2021 – May 2022

Product Management Intern

- Pioneered a strategic loyalty program, achieving a 34% churn reduction through user-tested rewards and engagement strategies
- Led user interviews and usability testing, including developing interview questions and structure, and incorporated insights to effectively shape the features of the loyalty program
- Aligned cross-functional teams for quick development and ensure equitable launch strategies among products

Datavis

Dec 2019 – May 2020

UI/UX Designer Intern

- Developed high-fidelity wireframes and interactive prototypes for custom client solutions in Adobe XD, catering specifically to each clients' unique requirements
- Led the design of multiple user-centric landing pages, applying competitive analysis and brand guidelines to ensure intuitive navigation and consistent aesthetics across various digital platforms

Houdini (Driven, a car marketplace mobile application)

May 2018 – Aug 2018

UI/UX & Media Intern

- Executed user interviews with potential car buyers to design a more user-friendly app, prioritising buyer perspectives and optimizing information hierarchy based on user insights
- Strategically executed Facebook campaigns, adapting formats and leveraging trends to maximise engagement

VOLUNTEER EXPERIENCE

Online Designer

Oct 2018 – Aug 2019

College of Alice & Peter Tan (CAPT) 7th Publicity Committee

- Designed interactive elements for residential college events to create engaging and fun user experiences
- Contributed to the CAPTsule 2018/2019 yearbook design, focusing on layout and visual elements

SKILLS

Figma, Adobe Creative Suite, HTML/CSS, Java, Python, SQL, Git, Design Thinking