Nadia Atiqah Bte Mohd Yahya

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EDUCATION

Postgraduate Certificate in Design Strategy & Innovation　　　　*July 2024 - Present*
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*
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　　　　*May 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