Andie yam

Product designer

Ansarada · NOV 2016 - PRESENT

First product design hire in cross functional teams. Assisting the redesign process of a global brand relaunch. Supported the Visualisation and Analytics team in the design of a new early-stage product.

Created new assets, including user flows, wireframes, UIs, microinteraction designs across desktop and mobile channels. Communicated design intent and clearly justified design work according to user needs. Following through on UI details with the engineering team and driving fit-and-finish polish.

Front end developer (contract)

Informed solutions · APR - SEP 2016

Developed an innovative government portal providing state-wide data to public. Architected a cross-platform solution using knockout.js that helped users search for data 3 times faster than usual. Customised an open source CMS (CKAN) into a highly engaging and interactive platform.

Visualisation and mapping consultant

SGS economics and planning · JAN 2013 - APR 2016

Turned in-house R&D algorithms into products, dashboards and analysis tools for NSW Government clients. Worked closely with key stakeholders, used lean and agile principles to develop robust and relevant solutions.

Lead efforts from proof of concept, data modelling, information architecture vendor selection, front end development, UI design and training. Generated 3% of company and continuously grew through R&D.

UX research assistant

UNSW · JUN – DEC 2013

Conducted research on how the blind and visually impaired use mobile devices to perform wayfinding tasks. Interviewed a dozen users to identify experiences that satisfy users needs, turning them into product requirements and assist engineering team tap into technology opportunities.

Freelance infographic designer

Various (Singapore, Australia, USA) · 2008 – 2015

Web coordinator

Huang yao art foundation (Singapore) · OCT 2010 – DEC 2011

Illustrator / art instructor

The learning grid (Singapore) · MAR – OCT 2010

Graphic design intern

Brainhook · AUG – NOV 2007

Education

2012
Master of science & technology
University of new south wales

2009
Bachelor of visual media
Griffith university

Honours

2015
Geonext hackathon
1st place

Press

2015
3D Visualization
World Magazine

2013
Journal of Location
Based Services

Tools

Design \ Sketch · Adobe · Axure · Principle
Build \ Bootstrap · html · css · Javascript · Git
Analyse \ Python · R