

# Hello! 🙌

## I'm Kwek Ye Jin

I am an interaction designer with a passion for user-centred experiences.

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### Competencies

#### Proficient in

- User research, user analysis, and usability testing
- Wireframing, prototyping and creating intuitive user flows

#### Great at

- Figma, Adobe Photoshop and Illustrator
- Analytical thinking with a keen eye for detail
- Cross-functional collaboration and time management

### Education

#### 2022 - 2026

##### Bachelor's Degree in User Experience and Game Design

DigiPen Institute of Technology  
Singapore

#### 2016 - 2019

##### Diploma in Interaction Design

Nanyang Polytechnic

### Work Experiences

#### 2019 - 2021

##### UX Designer cum Developer

Wizlearn Technologies Pte Ltd

Contributed to web/mobile development and UX design for various educational platforms.

#### 2018 - 2019

##### Creative Tech Intern

TBWA\ Group Singapore

Contributed to web design and video editing for project proposals.

### Academic Projects

#### 2024

##### EatWhere App & Documentation

UI/UX

- Conducted user research to identify pain points in decision-making for domestic food tourism.
- Collaborated with team members to conceptualise and think critically about the app's product system.
- Designed & tested interactive prototypes, iterating based on usability testing and A/B testing.

## Watsons Enhancement Study & Documentation

UI/UX

- Conducted a UX audit and proposed enhancements for an improved customer journey.
- Collaborated with team members to ensure clarity and alignment of the app.
- Prototyped UI components & validated through usability studies and A/B testing.

## 2023

### Lazy Oaf App Enhancement & Documentation

UI/UX

- Conducted user research & usability testing to address users' pain points.
- Designed a new complex UI system and interactive components based on data-driven decision making via interactive prototype.

### Breadin' App & Documentation

UI/UX

- Conducted user research to identify pain points in decision-making for early financial planning.
- Led usability and A/B testing and built interactive prototype to test user flows.
- Collaborated with team members to ensure clarity and alignment of the application's product system.

## 2022

### BusLeh App Research Documentation

UI/UX

- Analysed user pain points in public transport apps and proposed UX improvements.
- Conducted user research to identify pain points.
- Documented research findings and usability recommendations for app enhancements.

## Awards

### 2018

#### Edusave Certificate of Academic Achievement

Ministry of Education Singapore

#### Edusave Good Progress Award

Ministry of Education Singapore

#### Director's List

Nanyang Polytechnic

## References

### Alwyn Lee

COO/Executive Producer at Area28 Technologies

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### Cheai Wen Heng

UI/UX Developer at Wizlearn Technologies Pte Ltd

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