Goh Chang Yun

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Education

National University of Singapore   Aug 2021 – May 2025
Bachelor of Social Sciences with Honours – Major in Communications and New Media
- Relevant courses – User Experience Design, Design Thinking, Principles of Visual Communication Design, Computational Media Literacy, Organizational Communication & Leadership, Programming Methodology, Design x Health: Creating Ideas for New Futures of Wellbeing (Summer Course – University of Tokyo)
- Ongoing courses – Mobile Interaction Design, Game Design, Software Studies, Creative Writing in the Marketplace

Singapore Polytechnic   Apr 2016 - Apr 2019
Diploma in Business Administration – Specializing in Logistics

Work Experience

GovTech Singapore, UI/UX Designer Intern   Jan 2024 – Jul 2024
- Conducted and analyzed usability testing on key components of a new internal web portal under development, translating findings into actionable design improvements to enhance user experience and interface usability
- Designed and prototyped user interfaces for the new internal web portal using Figma, creating wireframes and exploring interactive features to optimize the overall user experience
- Proposed and evaluated user-centric features for the new internal web portal, ensuring alignment with user needs and business goals through UX research and design thinking methodologies
- Collaborated with other designers to analyze and present usability insights from testing the new internal web portal prototype, driving design decisions and influencing its development
- Crafted and refined custom illustration icons for a stakeholder's publicity poster, improving designs based on business partner feedback

Future Electronics, Inside Sales Coordinator Intern   Sep 2018 – Feb 2019
- Verified purchase order data within 24 hours, ensuring accurate processing and preventing the shipment of wrong items, resulting in cost savings of $400
- Managed daily administrative tasks for the sales branch, maintaining efficient operations
- Maintained data accuracy by cross-referencing purchase order data with system data

Projects (full list of projects accessible on gohchangyun.com)

Carousell Redesign – UI/UX Case Study (Personal Project)   Sep 2023 – Sep 2023
- Conducted a fictional case study on Carousell's mobile app for a personal project

Weather Web Application   May 2023 – May 2023
- Designed and developed a weather web application using a public API

Brand Style Guide   Mar 2023 – Apr 2023
- Created a personal brand identity, including a logo, name card (using Illustrator), along with a stylized resume (using InDesign)

Activities

ComLink Befrienders   Feb 2023 – Nov 2023
- Engaged with families and children to understand their needs, identifying potential areas for support and assistance from government and community agencies
- Exhibited empathy and professionalism in all interactions with families, fostering a safe, non-judgmental environment for expressing concerns and seeking assistance

Vice-Captain – NUS Bowling Varsity Team   Jul 2022 – Jul 2023
- Directed team training coordination, managing facility availability and ensuring the effective distribution of monthly schedules to maintain smooth operations
- Facilitated communication between team members and the coach, proactively addressing concerns and driving performance improvements
- Oversaw all logistical aspects of varsity competitions, ensuring precise and efficient execution of arrangements

Skills

UI/UX: Figma, Photoshop, Illustrator, InDesign   **Web Development:** HTML, CSS, Javascript (JS)
Programming: Python, R Language   **Video Editing:** Adobe Premiere Pro