

# YAP ZI NING

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## W O R K

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### Marketing Assistant & Freelance Graphic Designer

Mar 2018 – Sep 2018

Singapore Symphony Group

- Conceptualised and designed standee banners, programme booklet, lanyard, fan for 1 concert and 2 events
- Designed visuals for digital platforms
- Assisted with marketing campaigns and data entry
- Produced video content for social media

## I N T E R N

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### UI/UX Intern

Jan 2021 – Jul 2021

Academia Pte Ltd

- Created >10 interactive content on their learning management system using HTML, CSS, JavaScript
- Developed an FAQ bot on the cloud communications platform
- Catalysed the company's utilization of customer relationship management (CRM) system
- Planned user flow and rectified UX/UI issues for the website's customer and e-commerce section

### Creative Services Intern

May 2020 – Aug 2020

National Library Board, Public Libraries Singapore (PLS)

- Initiated "Casually Drawn Synopsis" series on PLS Instagram
- Produced 1 engagement campaign "5 Days of Nostalgia" for National Day
- Visual Branding and post-production assistance for "Book It Out" video series on PLS YouTube and Facebook
- Designed 2 zoom backgrounds for GoLibrary programmes

## E D U C A T I O N

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### Bachelor of Arts in Industrial Design

2018 – 2022

National University of Singapore - College of Design and Engineering

### Diploma in Arts Business Management

2015 – 2018

Ngee Ann Polytechnic – School of Humanities and Social Sciences

## School-related Experience

*National University of Singapore*

### **Project Assistant | Division of Industrial Design Platform Archive | 2021**

- Front-end development of archive website
- Compiled 3 years worth of design projects for archive

### **Student Researcher | Keio-NUS CUTE Center | 2020**

- Researched and ideated on the gamification of the shoulder pulley exercise for elderly rehabilitation
- Prototyped with Arduino and Micro:bit
- Modelled shoulder pulley handles using Rhinoceros 3D

### **Publicity Head | Community Service Club Day | 2018**

- Led a team of 3 to publicise and design for event
- Designed t-shirts, tote bag, banner, site decoration
- Managed social media accounts (Facebook & Instagram)

*Ngee Ann Polytechnic*

### **Research Coordinator | PolyMall | 2017**

- Led a team of 4 to prepare materials for a lesson on Art History: Narratives in Art
- Developed a timeline, delegated roles, oversaw and assisted team members with their areas of research

## S K I L L S

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*DESIGN*

### **UI/UX, Motion design, Graphic design, Layout design, Video Editing**

Software: Adobe Photoshop, Illustrator, After Effects, XD, InDesign, Premiere Pro, Figma

### **Front-end development**

HTML, CSS, JavaScript

### **3D CAD and Rendering**

Software: Rhinoceros 3D, Keyshot

*OTHERS*

Certificate in Human-Computer Interaction | edX | Georgia Institute of Technology

Proficient in English and Chinese

## A C H I E V E M E N T S

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NUS-JTC Medal & Prize (Design)

2022

Golden Pin Concept Design Award

2020