

SERVICE DESIGNER / USER EXPERIENCE DESIGNER

CHRISTINE YAP EE LING

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Design portfolio: <https://christine-yap.wixsite.com/portfolio>

B.A. (Hons) Industrial Design (Distinction), National University of Singapore (graduated in July 2019)

WORK EXPERIENCE

SERVICE DESIGN LAB SINGAPORE (NUS)

Design Researcher (August 2019 – present)

- **User research and analysis** – led the planning and execution of in-depth interviews to discover tensions in service digitalization and implication for user experience (40 respondents, aged 25-75).
- **Building design capabilities (workshop facilitation & tool development)** – worked with teams to conduct workshops for students to explore post-pandemic design challenges and data-driven design, developed tools and frameworks for service system design.
- **Academic research** - Identify trends and opportunities in applying Service Design in advanced technology research.

DBS BANK LTD

Intern (Digital Initiatives) (May- July, & December 2017)

- Conducted customer immersion to gather user experience insights of online loan application.
- Extracted and visualised data analysis for online initiatives.
- Curated training videos for service staff to be familiarized with online initiatives.

GLOBAL RELATIONS OFFICE (NUS)

Student Associate (part-time) (Aug 2015 – October 2018)

- Hosted staff and student visitors from partner universities, organized events to introduce exchange students to Singapore.
- Analysed and presented survey results on students' experiences on their overseas exchange programmes.
- Designed marketing collaterals and promotional videos.

INDUSTRY COLLABORATION PROJECTS

Service System Design - collaborator: PSA Singapore

Envisioned transport services within Tuas Mega Port. (13 weeks, team lead in a group of 3)

Design for Special Needs Education - collaborator: Rainbow Centre

Designed lesson framework and toolkit (Community Based Instruction) for adolescents with Autism Spectrum Disorder. (13 weeks, in a group of 3)

Product Design & Innovation - collaborator: National University Hospital

Engaged in ergonomics study, concept design and prototyping of surgical devices. (11 weeks, in groups of 2-3)

SKILLS

Design & Prototyping: UI/UX wireframing and prototyping (Figma, Adobe XD, Invision), usability testing, video editing and animation, CAD modelling and rendering, AR (Unity)

User Research: crafting and carrying out user research, analysing qualitative and quantitative data to derive insights

Service Design methods: stakeholder analysis, user journey mapping, service blueprinting, ecosystem mapping

Languages: English and Mandarin Chinese (proficient), Malay (intermediate)