Tay Ying Qi

Service and Interaction Designer

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Experience

UX Designer | TUM Asia

May 2022 - Current

- Facilitate user experience and collaborative design in the PUDO project
- Develop and facilitate colaborative co-design workshops with relevant stakeholders
- Plan, coordinate and execute the building of digital and physical prototypes for testing

Visitor Experience Strategy Intern | Singapore Tourism Board

Jan 2021 - Jun 2021

- Support in end-to-end visitor journey mapping to validate and refine user flows.
- Designed POC screens through design thinking and its iterations to enhance visitor experience.
- Helped to consolidate and share latest UX trends and learnings.
- Designed infographic on post-COVID traveller sentiments for UX sharing.

Education

Bachelor's in Industrial Design | National University of Singapore

2018-2022

- Took on projects in Sustainable Living, Service and System's Design and Interaction Design

Residential College 4 | National University of Singapore

2018-2020

- Utilised systems thinking and system dynamics concepts to understand real-world problems, such as population dynamics and food waste.

Projects

Future of MICE Tradeshows

2020 / Service Design Platform

- Designed a new way of organising trade shows in a post-pandemic world on a systems level, which with a team of 2 classmates
- Synthesized user insights into feasible design decisions within a semester

capaCity

2020 / Computing for Design Coursework

- Designed an app with 3 classmates that facilitates informed decisions on crowd levels in supermarkets to minimise close-contact during the pandemic.
- Developed a working prototype using Thunkable.

Tactylar

2021 / Haptic Everyday Platform

- Designed a material system through parametric design and laser cut polyester sheets for modular tactile buttons to introduce 3d haptic interactions to flat screens, with 1 classmate.
- Developed an interactive web prototype using html and p5.js.

Skills

Design

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Systems Thinking

Research

User interviews,
Usability testings,
Persona hypothesis,
Competitor analysis

Tools

Design

Figma, Adobe XD, Miro, Illustrator, After Effects