

Celeste Seah

Industrial Design Student

celesteseahks.myportfolio.com
celesteseahkweesuan@gmail.com
+65 8569 3269

Education

National University of Singapore (NUS)

Aug 2020 - Present

- BA (Hons) Industrial Design, Minor in Computer Science
- Expected date of graduation: May 2024
- CAP: 4.84 (Dean's List)

National Junior College (NJC)

Jan 2014 - Nov 2019

- GCE A-Level (Integrated Programme)
- Achieved 2 As for H2 Art, H2 Mathematics and 2 Bs for H2 Chemistry and H2 Economics
- Achieved Merit for H3 Art

Experience

AGENCY, Interaction Design Intern

May 2022 - Aug 2022

- Collaborated with a teams of 5 to 10 on a Web3 project and a healthcare project, in the discovery and launch phases respectively
- Conducted user interviews in-person and remotely before synthesising with the team, alongside the client
- Ideated through sketching and UI mockups and produced content for soft launch

Keppel Land Ltd, Interface Designer

Feb 2020 - Jul 2020, Nov 2020 - Jan 2021, May 2021 - Jul 2021

- Designed screens for new employee intranet mobile app in collaboration with Agile DevOps team to create a one-stop hub for employees to access key functions quickly
- Conducted user research and designed interfaces for new shopping mall app in collaboration with various stakeholders and app vendor
- Analyzed stakeholders' wishes in revamping corporate website to vendor to produce a marketing-oriented site to capture more leads
- Conceptualised UI for a placemaking mobile app for residents of the Marina Bay precinct
- Designed EDMs for company events attended by hundreds of employees
- Conceptualized visual app mockups to gain buy-in

Freelance, Graphic Designer

Jan 2016 - Present

- Led publicity team of 9 designers to collaboratively create marketing materials for international student science fair attended by hundreds of educators and students
- Conceptualised and led Digital Experience for university music festival attended by over 5000 people across two days, comprising of Design, Marketing, Event Coverage and NFT sub-teams of more than 16 people

Skills

User interviews
User flows
Concept sketches
Experience mapping
Wireframes
Prototypes
Mockups
Branding
3D modelling
Rendering

Tools

Miro, Figma, Photoshop, Adobe XD, Premiere Pro, After Effects, InDesign, Illustrator, Lightroom, Rhino3D, Keyshot, Unreal Engine 5

Notion, Slack, Jira

Python, Java, JavaScript

Awards & Accolades

NUS Global Merit Scholarship

2020

MOE Art Elective Scholarship

2018

NJC Parents-in-Action Aesthetics Excellence Award

2017

Co-Curricular Activities

NUS Student Union (NUSSU)

Product Designer

Oct 2020 - May 2022

Interests

Urban sketching
Photography

Languages

English



Chinese

