

## Choy Yun Zhen

With a natural affinity for people, I use my research experience to uncover valuable insights for clients and build intuitive and functional products for their users.

[yunspacezhen@gmail.com](mailto:yunspacezhen@gmail.com)

+65 9863 8090

<https://www.yunzhen.space/> (Portfolio)

---

## Experience

### UX Researcher and Designer

Minitheory (*digital design agency*)

Sep 2018 – Present

- Managed design projects and liaised with clients
- Planned and facilitated stakeholder workshops to map out business requirements, align with the customer journey, to eventually translate into design requirements
- Led and planned research projects to help clients understand their users better and validate designs
- Socialised research insights and recommendations with stakeholders through presentation decks
- Conceptualised and communicated design objectives with stakeholders through user flows, wireframes, mid-fi mockups, and interactive prototypes
- **Key projects:**
  - [WhatsApp Chatbot](#) for Facilities Management SaaS
  - [Recruitment Management App](#) for Financial Institution
  - [Digital Ecosystem Strategy](#) for Financial Institution

### Knowledge Management Intern

Tote Board, Ministry of Finance

May – June 2017

- Analysed 4 financial years of data from the fundraising programme to support evidence-backed policy changes and presented findings to senior management
- Synthesised knowledge resources on Sports sector in Singapore into keystone primer for future policy making
- Supported knowledge audit and taxonomy building to understand how the organisation could shift its knowledge culture through engagement sessions with staff

## Skillsets

### Methods

Research: User Interviews, Affinity Mapping, Card Sorting, Concept Testing, Usability Testing

UX Design: Journey Mapping, , Design Sprints, Rapid Ideation, User Flows, Wireframing, Prototyping

Communication: Workshop Facilitation

**Programmes & Apps**

Figma, Sketch, Abstract, InVision, Zeplin, Adobe Photoshop, Notion, Miro, Google Suite, Microsoft Office

**Coding Knowledge**

HTML, CSS, Bootstrap

**Languages**

Business: English

Conversational: Mandarin

Limited: Cantonese, Thai

**Education**

**National University of Singapore**

Bachelor of Social Sciences (Honours), Sociology, First Class Honours

2014 – 2018

**Awards**

**Service Jam, Singapore**

First Place

2019