

SHANNON EFFENDI

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EDUCATION

National University of Singapore **Aug 2020 - May 2024**
Bachelor of Social Sciences with Honours, Major in Communications and New Media

- Current GPA: 4.36/ 5

EXPERIENCE

Scoot, UI/ UX Design Intern **Jan 2024 - May 2024**

- Conducted primary and secondary research through user interviews with 10 users and competitors' analysis of 12 companies to collate user pain points the team can prioritize and ideate solutions for
- Crafted 10 wireframes to visualize the entire user journey flow of one product and communicated these interaction ideas to internal stakeholders for development
- Communicated with internal product owners, developers, and business analysts to translate product requirements into design solutions through weekly progress check-ins

TVS Digital Pte. Ltd., UI/ UX Design Intern **Jun 2022 - Dec 2022**

- Formulated four user flows to detail visual designs of new digital products and improve on existing digital products through client feedback
- Initiated multiple wireframes, prototypes, and included any necessary documentation to ensure clarity when conveying interaction and design ideas to two major clients
- Cooperated with internal product managers, engineers, and data scientists to translate client requirements into design solutions through daily meetings for efficiency

CO-CURRICULAR ACTIVITIES

College of Alice and Peter Tan, Sports Committee, Developmental Vice Director and Publicity Head **May 2021 - May 2022**

- Facilitated growth and development of all 12 committee members by prompting reflective questions and checking in on each member's goals
- Collaborated and planned for four major sporting activities for whole college of 500 people
- Spearheaded publicity materials for every event on two social media channels (Instagram and Telegram) to increase number of followers and support from whole college of 500 people

Girl Guides, Assistant Company Leader **Jan 2014 - Nov 2017**

- Cooperated with three executive members to organize two weekly activities for 100 members
- Delegated tasks among members such all members are aware of weekly objectives
- Supervised flow of events weekly to ensure safety of all members
- Updated and consolidated relevant personal information of 100 Girl Guides members weekly

ACHIEVEMENTS

- SBS Transit Hackathon 2021 - Finalist
- Fundamentals of Graphic Design Certification
- Programming Foundations with JavaScript, HTML, CSS Certification

ADDITIONAL INFORMATION

- Highly competent in use of design software (Photoshop, InDesign, Illustrator, Canva)
- Highly competent in UX design software (Figma, Adobe XD)
- Highly competent in Wireframing, Prototyping, A/B Testing and Usability Testing
- Competent in HTML, CSS, JavaScript
- Fluent in Advanced level English, Intermediate level Chinese, Basic level Korean