

YAP SHI CHI

PRODUCT DESIGNER

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ABOUT ME

A UI/UX-focused Multimedia Technology student specialising in turning real-world problems into intuitive, user-friendly designs for impactful products. Skilled in wireframing, prototyping, and usability testing with practical experience from academic projects and internships. Eager to contribute creativity, problem-solving, and technical expertise to a junior product design role.

WORK EXPERIENCE

Product Design Intern, StoreHub Sdn Bhd **June 2024 - Nov 2024**

- Contributed to the design and development of user interfaces and experiences for various StoreHub products.
- Gained hands-on experience in the entire product feature development lifecycle, from low-fidelity paper sketches to handing over detailed final designs for implementation and shipping.
- Worked closely with Product Managers and Engineers to ensure the seamless integration of design elements, assisted in the iterative development of user-centred digital products.
- Assisted in maintaining and updating design documentation, guidelines, and standards to ensure consistency and clarity across all product designs.

Sales Assistant, Gadget Hub **July 2023 - Oct 2023**

- Delivered attentive service to customers by addressing their inquiries and helping with product selection for mobile accessories and gadgets.
- Demonstrated a comprehensive understanding of the latest phone accessories and gadgets.
- Trained in device handling and performed tempered glass applications with precision.

Technical Assistant, Asia Pacific University **Jan 2023 - July 2023**

- Provided technical support for lecturers and students, troubleshooting PCs and projectors.
- Conducted risk assessments to mitigate project disruptions, ensuring seamless technical delivery.
- Performed regular maintenance and updates to ensure optimal technical performance.

SKILLS

- **Design:** User Research, Information Architecture, User Flows, Wireframing and Prototyping, Responsive Design, Design Systems, Accessibility and Usability, Design Thinking
- **Tools:** Figma, Miro, Notion, Jira, Adobe Illustrator, Adobe Photoshop
- **Soft Skills:** Problem-solving, Collaboration, Communication, Empathy, Detail-oriented, Storytelling
- **Languages:** English, Mandarin, Malay, Cantonese

EDUCATION

BSc (Hons) in Multimedia Technology specialism in VR/AR **Sep 2022 - Sep 2025**
Asia Pacific University

Foundation in Computing & Technology **June 2021 - June 2022**
Asia Pacific University