



YAP SHI CHI

Address: 11, Lebuhraya Bukit Jalil, 57000 Kuala Lumpur
Phone: +60 11 1084 3778
Email: shichiyap03@gmail.com
Portfolio: <https://prosperous-stack-114436.framer.app/>

SUMMARY

I am a passionate Multimedia Technology student with a strong interest in User Interface (UI) and User Experience (UX) design. My background in media creation allows me to translate complex information into clear, engaging, and user-friendly interfaces. I thrive on creating intuitive and visually appealing digital experiences.

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-centered 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

- Provided attentive service to customers, addressed their inquiries, and helped with product selection.
- Demonstrated a comprehensive understanding of the latest phone accessories and gadgets.
- Offered expertise in applying tempered glass protectors for mobile devices.

Technical Assistant, Asia Pacific University

Jan 2023 - July 2023

- Provided technical support and troubleshooting for lecturers, students, PCs, and projectors.
- Conducted feasibility studies and risk assessments, mitigating potential project risks.
- Performed maintenance and updates to ensure optimal IT performance.

EDUCATION

BSc (Hons) in Multimedia Technology specialism in VR/AR

Sept 2022 - Present

Asia Pacific University of Technology & Innovation

Foundation in Computing & Technology

June 2021 - June 2022

Asia Pacific University of Technology & Innovation

ADDITIONAL INFORMATION

- **Expertise:** HTML, CSS, UI Design, User Research, Wireframing, User Flows
- **Languages:** English, Chinese, Malay, Cantonese
- **Softwares:** Figma, Adobe Illustrator, Adobe Photoshop, Adobe Animate CC
- **Awards/Activities:**
 - Media team members in the 2023 Chinese New Year Event in Asia Pacific University.
 - A state representative of the SUKMA Swimming Games in 2018 and 2022.