TEO LI YI

Designer dedicated to enhancing user experiences, delivering value to clients and helping businesses meet goals

CONTACT

+65 8672 6326
Email
Linkedin Profile
Wixsite Portfolio

SKILLS

Wireframing / Prototyping
Product Research & Analysis
User Research
User Experience Design
User Experience Testing
Design Systems
Responsive Web Design
Mobile Application Design
Collaboration With Developers

TOOLS

Figma / FigJam
Adobe Photoshop
Adobe Illustrator
Notion
Jira / Confluence

EXPERIENCE

Product Designer - *The Straits Times, SPH Media*

APRIL 2024 - JULY 2025

- Led the design in AI squad for ST180 revamp, ideating and designing AI features on The Straits Times website and application to improve engagement
- Working in an agile product team, using user-centric design principles and experience to improve digital products
- Facilitated user engagement workshops to gather insights and evaluate user sentiment on proposed features

Digital Designer Intern - *The Straits Times, SPH Media*

AUGUST 2023 - MARCH 2024

- Led a redesign project that re-organised and revamped the information architecture of an internal site based on user research and surveys conducted
- Redesigned newsletter page on The Straits Times to streamline the sign up process, guided by user research and industry best practices
- Ideate and developed high-fidelity screens and prototypes to communicate concepts to stakeholders and developers

Graphic Design Intern - *Housing & Development Board*

SEPTEMBER 2017 - FEBRUARY 2018

- Gained experience as an intern under the Corporate Branding and New Media Department, acquired knowledge on maintaining brand image
- Used Adobe Illustrator and Photoshop to create communicative infographics and aesthetic graphic designs to inform the public and promote the company

PORTFOLIO HIGHLIGHT

Career Chatbot - *Conversational AI Chatbot*

- Led the design of an AI-powered chatbot, creating and improving the UI/UX of the chat experience, using AWS technology to generate responses which leverages on The Straits Times extensive archive to retrieve career related information

Live Blog - *New Feature Additions*

- Designed new features for The Straits Times Live Blog, which journalists use to deliver and update the public swiftly
- Created wireframes and prototypes based on requirements to improve editorial workflow
- The new additions have positively impacted journalists experience, increased average session duration and views per user

EDUCATION

DigiPen Institute Of Technology, Singapore

Bachelor of Arts in User Experience and Game Design

SEPTEMBER 2020 - OCTOBER 2024

Republic Polytechnic, Singapore

Diploma in Interactive and Digital Media

APRIL 2015 - APRIL 2018