Dayna Wong

Product Designer

I enjoy collaborating with people to build meaningful, simple and delightful experiences.

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Socials

Linkedin
daynawyf

Education

Diploma in Design for User Experience
Republic Polytechnic, Apr 2015 - May 2017

Awards:
- Lee Hsien Loong Interactive Digital Media Smart Nation Award
- Director's List (Y1S1, Y2S2)

Languages

English
Professional working

Skills

Interaction Design, User Experience Design, Design System, Wireframing and Prototyping, User Research, Information Architecture

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Experience

Sep 2018 - Present

Product Designer
PebbleRoad

PebbleRoad drives transformation by delivering impactful and sustainable digital services.

- Collaborate with multi-functional team and client
- Planned and facilitated research activities such as conducting user interviews to understand the users' goals, motivations and pain points.
- Build prototypes and test to validate assumptions.
- Conduct usability testing to understand how real users interact with the product and synthesize research data to generate into actionable insights.
- Worked closely with developers to create standards, style guides and specification documents for design system.

Clients: Ministry of Education (MOE), Workplace Safety and Health Council (WSHC) and Monetary of Authority Singapore (MAS)
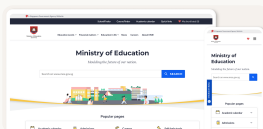
Sep 2017 - Feb 2018

UI/UX Design Intern
KPMG Singapore

KPMG Digital Village

- Prototyped screens based on wireframes for a point-of-sale application
- Conceptualise user flows and page layouts with UI/UX design manager
- Worked together with other interns to create a Design Language System midway

Latest projects

Helping users make informed decisions and self-serve effortlessly

Revamping the Ministry of Education website to lower escalation rate to MOE customer service touchpoints.

https//dayna.design

Helping organisations promote good workplace safety and health practices

Redesigning the Workplace Safety and Health Council's (WSHC) website.

https//dayna.design

Certificates

Future Learn

Introduction to Content Design
Oct 2020