NATALIE SOH

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I'm Natalie, a penultimate-year Design & Artificial Intelligence undergraduate with a passion for creating intuitive, meaningful user experiences. With strong communication skills and a proactive, adaptable mindset, I enjoy contributing to cross-functional teams to deliver impact-driven designs that resonate with users.

WORK EXPERIENCE

Communications & Research Intern
WORKFORCE SINGAPORE
SEP 2025 - DEC 2025

- Synthesised labour market research into actionable insights to guide strategies for national workforce outreach
- Developed user-centric conversational FAQ copy for WSG's WhatsApp chatbot, improving clarity for job seekers
- Performed data cleaning and analysis on workforce datasets to support insight development

UI/UX Design Intern
YARA INTERNATIONAL
SEP 2022 - JAN 2023

- Collaborated with User Researchers, UX writers, Product Managers, and Software Developers to conceptualize and prototype intuitive onboarding and purchase flows for a B2B fertilizer marketplace
- Produced high-fidelity wireframes and interactive prototypes in Figma, generating professional, development-ready assets that were both usable and compliant in cross-functional multi-national teams

Business Intern
MONARCH ADVISORY
MAR 2022 - APR 2022

- Crafted strategic brand copy and marketing funnels, supporting clients in developing clear digital identities
- Wire-framed and redesigned landing pages, applying UI/UX principles to improve user engagement and optimise conversion outcomes

ACHIEVEMENTS

2023	SUTD GLOBAL MERIT SCHOLORSHIP
2022	BEST PERFORMANCE IN DESIGN STUDIO 3 (RESEARCH)
2021	OVERALL WINNER FOR DBS WEBSITE (CERTIFICATE OF MERIT)
2021	EDUSAVE CERTIFICATE OF ACADEMIC ACHIEVEMENT
2021	NGEE ANN POLYTECHNIC DIRECTOR'S LIST

EDUCATION & CCA

2023-PRESENT

Bachelor of Science in Design & Artificial Intelligence

Singapore University of Technology and Design

RELEVENT MODULES
Service Design Studio, Human-Computer Interaction, Product Design Studio, Computational Thinking for Design, AI Applications in Design, Design Thinking & Innovation, Data Driven World, Algorithms

HOUSE GUARDIAN 2023-2025

Supported the well-being and integration of hostel residents through conducting engaging community building events for a vibrant yet safe campus

ORIENTATION CREATIVE COMMITTEE DESIGNER 2024

Crafted the theme and branding of a 500-student orientation camp and led the design of the master logo and bespoke emblems for each house.

2020-2023

Diploma in Product Innovation in Design with Merit

Ngee Ann Polytechnic

RELEVENT MODULES
Design Communication 1, Design Communication 2, Design Studio 3 (Research), Design Studio 4 (Design Entrepreneurship), Design Studio 5 (Innovation), Design Foundation Studio, History & Principles of Design

GREEN GROUP VICE-PRESIDENT 2022- 2023

Executed sustainability initiatives to promote student engagement in environmentally conscious lifestyles

GREEN GROUP MEMBER 2021-2022

CLASS REPRESENTATIVE 2020-2021

PROJECT EXPERIENCE

DBS Learning Design Thinking
REDESIGN OF EXISTING PLATFORM (DBS COLLABORATION)

Awarded a Certificate of Merit and named overall winner among proposed concepts (March 2021)

- Crafted a clean, modern interface aligning with DBS's design language; wire-framed and prototyped new features such as discussion pages and a gamified rewards system to foster community dialogue and boost long-term employee engagement
- Success metrics defined around revisit frequency and real-world application of the four-stage design-thinking process, driving sustained platform adoption

Robot Jewel
COMPANION DESK CLEANING ROBOT & APP (LIONSBOT COLLABORATION)

- Modelled Jewel, a desk-cleaning companion robot tailored for gamers' workstations and designed a complentory app in Figma illustrating core features such as automated cleaning schedules, diffuser settings, and real-time notifications for software updates and gaming breaks
- Conducted user testing sessions with target gamer personas to refine onboarding flows, personalized graphics, and interactive light-trail feedback

Focus Feed
GAMIFIED COMMUNITY STUDY PLATFORM (SOLO DESIGN STUDIO PROJECT)

- Designed a web-based study platform in Figma that gamifies productivity and fosters peer motivation through virtual focus rooms, real-time progress trails, and reward mechanics
- Incorporated accessible-first principles by choosing dyslexia-friendly colours and a visual style that optimizes readability and reduce cognitive load for users with learning disabilities
- Integrated mass-call, classroom chat, tuition and ambient music, and validated interactions through user testing to refine engagement

VR Headset Enhancement
SENTIMENT-DRIVEN PRODUCT ENHANCEMENT

- Web-scraped headset spec data from VR retail sites and mined YouTube & Reddit comments to identify top positive and negative sentiment themes for the Apple Vision Pro
- Categorized feedback using a Python Script, then used AI to generate design improvements addressing the most critical user pain points

iSee
GENERATIVE AI CONCEPT OF NEXT-GENERATION APPLE VISION PRO

- Modelled a future form factor of the Apple Vision Pro as everyday spectacles using Fusion360 with a virtual "endless screen" functionality and a tactile keyboard in a companion case
- Leveraged Stable Diffusion for feature ideation and ChatGPT for contextual mock-ups of the glasses in various real-world environments,

SKILLS & SOFTWARE

FIGMA

PYTHON

ADOBE XD

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

RHINOCEROS 3D

GRASSHOPPER 3D

FUSION360

KEYSHOT

AUTOCAD

REFERRALS

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