

# VIDYA KANNAPPAN

## EDUCATION

### Master of Digital Communications

Queensland University of Technology  
01/2023 - 08/2024 QLD, Australia  
GPA | **7.0 / 7.0**

### Bachelors of Creative Industries

Queensland University of Technology  
01/2021 - 12/2022 QLD, Australia  
• Major: Interactive and Visual Design  
• Major: Media and Communications  
GPA | **6.9 / 7.0**

### Diploma in Mass Communications

Ngee Ann Polytechnic  
04/2017 - 04/2020 Singapore  
• Specialised in UX design and marketing  
GPA | **3.7 / 4.0**

## SKILLS

UI/UX Design · Graphic Design ·  
Web Development · Web Design ·  
Marketing · Prototyping · Wireframes

## TECHNICAL SKILLS

☁ **Software**  
Photoshop | Illustrator | InDesign |  
Animate | InDesign | Premiere Pro |  
After Effects | Figma | Sketch |  
Adobe XD | LLMs | AI

</> **Coding**  
HTML5 | CSS3 | Javascript | P5js |  
Jquery | Python | Wordpress |  
Elementor

## LANGUAGES

English	Fluent
Tamil	Fluent

## Product Designer

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## SUMMARY

I'm not just a Product Designer... I'm a problem solver on a mission to create intuitive, accessible, and seamless experiences that people don't have to think twice about (because who has the time?). I believe in designing **with** people, not **for** them. I'm excited to bring this mindset to a team that values thoughtful design and is always looking to make a real impact. Design should feel like second nature, I'm here to make that happen!

## EXPERIENCE

### Research Assistant (User Experience)

06/2023 - 01/2025

Digital Media Research Centre

**Brisbane, QLD, Australia**

- Conducted extensive user research and data analysis to understand how design impacts audience preferences and behaviors
- Streamlined the user research process, reducing the time needed to gather and analyse data by 25%
- Assisted in teaching undergraduate students new concepts related to digital media, coding and web design/development

### Design Intern

06/2022 - 12/2022

Centre for Childhood Nutrition Research

**Brisbane, QLD, Australia**

- Condensed complex research findings into concise reports and engaging social media content to better cater to stakeholders
- Collaborated with researchers to craft visually compelling reports and assets tailored to stakeholder needs and preferences
- Enhanced user experience by optimising website navigation and reducing load times by 30%, resulting in improved usability and performance
- Conducted audience analysis on social media audiences, resulting in a 20% increase in content engagement by aligning with the target audience's interests and preferences

### Product Design and Marketing Intern

08/2019 - 01/2021

Wonder Workshop

**Silicon Valley, CA, USA**

Wonder Workshop creates educational robots that allow kids to gain STEM skills through interactive coding and hands-on learning experiences

- Worked in the competitive startup environment in Silicon Valley
- Led design projects from concept to launch, collaborating cross-functionally with product, engineering, and education teams
- User tested the product on the target demographic and developed activities/curriculum to cater to their needs
- Used Figma and Sketch to prototype new web and app features based on feedback from user research and A/B testing

### Freelance Web Designer/Developer

06/2018 - Present

Self-employed

**Singapore, Singapore**

- Pitched web design and development ideas as well as good UX/UI interfaces to clients, resulting in a 75% client conversion rate
- Coded 9 fully responsive & functional websites using languages such as JQuery, Javascript, HTML5 and CSS3
- Innovated new ways to use the website as an interactive tool to breakthrough in the companies' respective markets, resulting in an average increase of 25% in site traffic

## AWARDS



### QUT Executive Deans' Commendation for Academic Excellence

**Semester 1 and Semester 2 in 2021,2022, 2023 and 2024**

Received excellent academic results and maintained a spot on the Deans' list throughout my degree and masters .



### QUT International Merit Scholarship

**2021, 2022, 2023 and 2024**

Received a scholarship for high-achieving international students and maintained the scholarship for the duration of my degree.



### Global Entrepreneurial Internship Programme and Award

**2019**

Received a scholarship to intern at a startup in Silicon Valley. The scholarship covered all costs for the internship and living expenses.