




Shelly Yap

/ UI/UX & Visual Designer /

Bonjour! I'm an UI/UX & Visual Designer with experience in UI/UX, branding, and digital design across startup, freelance, and independent projects. Passionate about creating intuitive, user-focused experiences through thoughtful interfaces and adaptable design solutions.

 shellyyapxk@gmail.com

 +60 16-280 2378

 shellyyap.com

 behance.net/shellyyap1



Design Skills

UI/UX Design
Branding & Identity Design
Motion Graphic Design
Layout & Editorial Design
Photo & Video Editing
Illustration
Creative Coding (HTML, CSS, JS)

Soft Skills

Creative Problem-Solving
Fast Learner & Adaptable
Team Collaboration
Time Management
Organization
Attention to Detail
Clear Communication
Leadership & Initiative

Languages

English (Fluent)
Mandarin Chinese (Fluent)
Cantonese (Native)

Software Skills



Practical Experience

JUNIOR UI/UX DESIGNER

/ DEC 2025 - FEB 2026 /

Jom System, KL

- Supported the UI/UX design process for JomBMS (ERP System) & loyalty applications within an active development environment.
- Designed & improved UI screens & user flows for mobile app features.
- Created & revised UI mockups, wireframes & prototypes for new client loyalty app projects.
- Collaborated closely with developers & the Senior Designer to ensure designs were practical, consistent & ready for implementation.
- Prepared presentation design & advertisement materials.
- Worked in a fast-paced startup environment while managing iterative revisions & multiple ongoing tasks.

INTERNSHIP UI/UX DESIGNER

/ SEPT 2025 - NOV 2025 /

Jom System, KL

- Conducted competitor research to support usability improvements & product positioning for JomBMS, JomPOS & loyalty program features.
- Assisted with competitor user flow research.
- Performed user testing & delivered UI enhancements, including adapting tablet layouts into mobile interfaces.
- Assisted with presentation design and print-related design tasks.

FREELANCE DESIGNER

/ 2022 - PRESENT /

- Created presentation templates, branding assets, illustrations, and custom artwork for various projects and clients.
- Delivered tailored designs while meeting project requirements and deadlines.

GRAPHIC DESIGNER

/ 2024 /

Fahrenheit88, KL

- Designed and executed a collaborative Kolam artwork with attention to detail and visual consistency.

Education

DIPLOMA IN CREATIVE NEW MEDIA TECHNOLOGY

Raffles College of Higher Education, KL

Sep 2023 – Dec 2025 | CGPA – 3.90

UNIFIED EXAMINATION CERTIFICATE (UEC)

Confucian Private Secondary School, KL

2017 – 2022

/ Linktree /

