



Sebastian Chong Dong Yao

张东耀

Zhāng Dōng Yào

Details

szbcdy.com ↗

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Socials

[Behance](#) ↗

[LinkedIn](#) ↗

Work Experience

Sebastian is a Digital Designer specializing in UI/UX, design systems, interaction. He enjoys working on honest and practical digital products that contribute to the betterment of society.

In his free time, he delves into financial literacy, acquiring knowledge on the subject and sharing sustainable financial guidance with his friends.

His aspiration is to merge his talents in both design and financial literacy into a fulfilling career.

He enjoys exploring new coffee places, engaging in conversations about his love for coffee and capturing street photography with his trusty camera.

Bravo Creative

Designer

JUN 2022 - PRESENT

Lead on UI / UX projects, both for clients and internal agency initiatives. This involves engaging in client meetings to grasp project objectives and goals, then proceeding to develop user flows, wireframes, designs and prototyping. Worked with development teams in development and conducting User Acceptance Testing with clients.

Within the branding team, my responsibilities included contributing to concept pitches and crafting brand guidelines. I played a key role in structuring content, flow, and layouts ensuring usability and readability for the user. Design social media templates that led to increased social media engagement.

In addition to my core responsibilities, I implemented Bugherd / Notion for web-related projects. I've also established frameworks in multiple project in Figma for future projects.

Sedgwick Richardson

Designer

JUN 2021 - JUN 2022

Worked on both Branding & UI / UX roles.

Crafting brand identity concepts for presentations and contributing to the development of in-house portfolio animations.

In my UI / UX role, responsible for designing wireframes, mock-up designs and build prototypes. collaborated with an overseas development team throughout the development and User Acceptance Testing stages.

Tangent SG

Designer

JUL 2020 - APR 2021

Developed conceptual visuals and layout for EDM (Electronic Direct Mail) for brands. Create social media post templates, worked on thumbnails and animating visual menu boards. Design new layout pages for existing websites.

Education

Diploma In Communication Design

Temasek Polytechnic

2017 - 2020

Interactive Media Design

Institute of Technical Education, East

2015 - 2017

Interactive Design

Institute of Technical Education, Central

2015 - 2017

Achievements

Awards

[Awards Honorable Mention 2024](#) ↗

[CSSDesignAwards Nominee 2024](#) ↗

Academic Achievement

Character Award (ECHA)

Institute of Technical Education

ITE CARE Values Award Character Award

Director List