Sebastian Chong Dong Yao

张 东 耀 Zhāng Dōng Yào

Sebastian is a Digital Designer specialized in UI/UX, design systems, and interaction design.

With 4 years of experience, Sebastian has made significant contributions to the digital landscape, including the successful design of the IP-Tribe Website. His work has been recognized with two awards in 2024 - Awwwards Honorable Mention and a CSSDesignAwards Nominee.

Driven by a passion for creating honest and practical digital products, contributing to the betterment of society through his work.

He is a problem solver, collaborating seamlessly with clients and developers from the initial concept phase through to live production.

Beyond his professional life, Sebastian is deeply invested in financial literacy, actively learning and sharing sustainable financial guidance with his friends. He also has a passion for street photography, capturing the essence of urban life with his trusty camera.

Details

szbcdy.com ↗
🔒 szbcdy24

szb@duck.com ↗

Socials

Behance ↗

LinkedIn ↗

Work Experience

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

Awwards

Awwwards Honorable Mention 2024 ↗

CSSDesignAwards Nominee 2024 ↗

Academic Achievement

Character Award (ECHA)

Institute of Technical Education

ITE CARE Values Award Character Award

Director List