



# Ysanne Yeo

design strategy & innovation

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*"A system that truly cares for its people takes care of itself."*

Ysanne identifies as a 'Design Therapist'. She creates time-space opportunities for people to discover deep breakthroughs within themselves as individuals and organisations. She sees the Designer as a human advocate and the glue that binds siloed stakeholders and systems. She channels her insightfulness towards enabling the long-term satisfaction of people whom she meets.

## Skills

### Design

Behavioural Research  
Design Education  
Workshop Curation and Facilitation  
Data Synthesis and Insighting  
Concept Direction and Modelling  
UIUX Design

### Professional

People and Project Management  
Process Innovation  
Strategy and Planning  
Transdisciplinary Team Collaboration  
Systems Thinking

### Software

Miro, Figma  
Adobe Id, Ps, Ai, Pr, Lr  
Microsoft Office  
CATIA Magic (SysML)  
Keyshot & Rhinoceros 3D

### Languages

English Native  
Chinese Proficient  
Japanese N2

### Certifications

Facilitating Powerful Conversations L1  
Storytelling for Leaders  
200h Yoga Teacher Training  
Integrative Nutrition Health Coaching

### Interests

Holistic Human Behaviour  
Intervention Design Thinking  
Health and Wellbeing  
Traditional Eastern Philosophy  
Coaching

## Industry Experience

### Design Project Researcher

University of Tokyo DLX Design Lab, Tokyo, Japan (Part-time) Oct 2023 - Present  
University of Tokyo, College of Design, Japan (Freelance) Oct 2024

### Product and Service Designer

Economic Development Board, Singapore Aug 2020 - Aug 2022  
Product Innovation through Experience (PIX) Team

### UIUX Design Lead

PerceptiLabs, San Francisco, CA (Part-time, Remote) Jul 2019 - May 2022  
PerceptiLabs, Stockholm, Sweden (Full Time) Jan - Jun 2019

### Head of Marketing

Minvino by The Water Studio, Stockholm Aug - Dec 2018

### UIUX Research Assistant

Keio-NUS CUTE Center, Singapore Dec 2017

### Design Intern

Kwodrent by Grace Tan, Singapore Jan - Feb 2016

## Publications

Proposal of An Integral Model of Human-Food Interaction: Insights for Social Systems Design, Int. J. Agile Systems and Management, DOI: 10.1504/IJASM.2024.10065834 Aug 2024

ISTE International Conference on Transdisciplinary Engineering TE2024, Oral Presentation, (DOI pending) Jul 2024  
TE2023, Oral Presentation and Poster, DOI 10.3233/ATDE230651 Jul 2023

## Education

Keio University, Graduate School of Systems Design and Management (Master's, GPA3.72) 2022 - 2024  
National University of Singapore (B.A. Hons Highest Distinction) 2016 - 2020  
NUS Overseas College, Stockholm, Sweden 2018 - 2019  
KTH Royal Institute of Technology  
Stockholm School of Entrepreneurship Jul 2017  
Waseda University (Summer Programme) 2010 - 2015  
School of the Arts, Singapore (IBDP, 42 Points)

## Awards

Keio SDM Award of Highest Honours Sep 2022  
MEXT Research Scholarship (University Recommendation) Jul 2022 - Present  
Salutatorian and Dean's List, NUS Industrial Design Jun 2020  
The James Dyson Award National Runner Up Nov 2019  
Sustainability Hackathon Winner, Uppsala Mar 2019  
NUS Global Merit Scholarship Aug 2016 - Jun 2020  
IBDP Excellence Award, School of the Arts Singapore Jan 2016  
Ngee Ann Kongsi Scholarship 2010 - 2012, 2014 - 2015