

Curriculum Vitae



Keith Tay Jinn Yang

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Education

Singapore Management University 2018 - to date

- BSocSc (Psychology) & Communication Management (2nd major)
- cGPA: 3.84/4
- School of Social Sciences Dean's List (AY2018/2019, 2019/2020, 2020/2021)
- Expected graduation: May 2022

Raffles Institution 2010 - 2015

- "A" Levels

Anglo-Chinese School (Primary) 2003 - 2009

PSLE

Working & Internship Experience

SMU Aug 2021 – to date

- Research assistant under Professor Kenneth Tan at SMU School of Social Sciences
- Research on topics related to social psychology and the psychology of close relationships

Singapore Prison Service May 2021 – Aug 2021

- At Strategic Planning Division, Data Analytics Branch
- Research on criminal psychology topics like recidivism and deterrence

- Creation of a communication framework for anti-drug messaging in youths and on the death penalty
- Research and creation of inmate surveys
- Creation of data literacy measurement surveys disseminated across SPS

SMU MAD Lab

Jan 2021 – to date

- Research assistant supervised by Professor Jochen Reb
- Research on mindfulness, attention and decision-making using VR technology
- Ideation and conducting of research studies

SMU

Jan 2021 – to date

- Teaching assistant for Communication Strategies in the Digital Age under Professor Tracy Loh
- Assisting students in understanding concepts taught in class
- Preparation of class materials
- Administrative duties such as dividing students into project groups and recording class participation

Thrive Psychology Clinic

Feb 2020 - Aug 2020

- Intern and part-time staff
- Psychotherapy understudy
 - Observed and assisted in Behavioural Therapy sessions for younger clients with disorders such as ADHD and autism
 - Writing of post-session notes on clients' neurocognitive and socioemotional progress
 - Regularly interacted with children with special needs
- Sales Team leader
 - Generation and following of sales leads
 - Drafting and dissemination of cold emails to potential partners
 - Training of fellow interns
 - Delegation of tasks and responsibilities
- Marketing Team member
 - Production of monthly social media posts, infographics and 1-2 min videos on a range of psychology topics

- Animation and editing of 20-30 min informational videos on psychology topics and therapies for sale on clinic website (Animaker, Animoto & Videopad Video Editor)
- Regular updating of mailing list on Mailchimp
- Project Team leader
 - Led a team of 3 in the planning and execution of Mission: League of Cognition, a 3-month long competition for children, in collaboration with Hased House and Neeuro
 - Coordinated efforts across the entire clinic staff in producing the event

Freelance Tutor Mar 2018 – to date

- Primary and secondary school Science, English & Math

Clementi RC Mar 2018 – July 2018

- Part-time tutor (Primary school English)

Singapore Armed Forces Nov 2016 - Feb 2018

- Section commander
- Led a section of 6 men in the mortar platoon, Support Company, 2SIR

Horizon Bistronomy Jan 2016 - Apr 2016

- Waiter

Might Tikes Tuition Centre Jan 2016 - Apr 2016

- Part time tutor (Primary school English)

Ritz-Carlton Hotel Jul 2013 - Sep 2013

- Part-time banquet server

Co-Curricular Activities

SGPsychStuff Mentorship Program Jan 2021 - Dec 2021

- Mentee under Ms Charis Patrick
- Learning concepts related to Identity Oriented Psychotrauma Therapy

Events Director Jan 2020 - Dec 2020

- SMU SOSCIETY
- Planned and executed events for students at SMU's School of Social Sciences
- Curating signature events for SOSCIETY that provide support for students, improve student-alumni relations and enrich student life
- Due to the COVID-19 pandemic, planned entirely new online events to maintain the connection between SOSS and its students, such as the My Sleep Cycle's Whack podcast and SOSCIETY #WithMigrants

Camp Events Committee & Facilitator

May 2019 - August 2019

- Worked in a team of 7 to plan a 3-day camp for SOSS Freshmen Camp in SMU
 - Planning of daily schedule, games and activities
- Facilitator for a group of freshmen during SOSS Freshmen Camp
 - Facilitated icebreaking and group bonding activities

Camp Facilitator

- Facilitator for a group of freshmen during SMU YOLO camp under CARETALYST
 - Led group during Project YOLO, a one-day CSP event during camp

SMU CARETALYST

- Member 2018-to date
- Participation in CSP projects for various beneficiaries

Raffles Rugby

2010 - 2015

- Vice-Captain 2014 - 2015
- SSSC Colours Award 2012
- 3rd runners-up 2015
- 2nd runners-up 2014
- Plate Champions 2013
- 1st runners-up 2012

Volunteer Experience

MINDS

2021 - to date

- Volunteer in the Lunch Buddy Program
- Assisting staff in preparing and feeding lunch to clients
- Certifications from Social Service Institute
 - E-course on Overview to Disability
 - E-course on Intellectual Disabilities
 - E-course on Developmental Disabilities

SOCIETY #WithMigrants

2020

- As Events Director, led a project to solicit online donations for migrant workers affected by the COVID-19 pandemic in collaboration with Migrant Workers' Centre
 - Donations contributed to the Migrant Workers' Assistance Fund leading to the purchase of food and health and hygiene products

Project YOLO 2019

2019

- Under SMU CARETALYST
- Led a group of freshmen in cleaning of elderly residents' apartments

Project Illuminate

Feb 2019 - Apr 2019

- Under SMU CARETALYST
- Planned and carried out a 3-month enrichment program for underprivileged children at Kreta Ayer Family Centre
 - Provided tutoring for children from underprivileged families that were struggling in school
 - Planned and engaged children in activities such as football and lantern making for enrichment
- Participated in door-knocking sessions to solicit participation in the project

Project YOLO 2018

2018

- Participated in clean-up operations for elderly people's apartments as a freshman

Sports Camp Facilitator with Raffles Rugby

2015

- Planned and conducted football lessons for underprivileged children

Hair for Hope 2014

2014

Galilee Centre

2012

- Volunteered as a guitar teacher for children at Galilee Centre

Bare Your Sole 2012

2012

Languages & Skills

English

Professional Proficiency

Mandarin

Conversational Proficiency

Statistical software (SPSS, Rstudio, Jamovi)

Microsoft Office (Excel, Word, PowerPoint, Outlook, Onepoint)

Video Editing (Videopad, Animaker, Animoto)

Team Leader & Team Player

Interpersonal skills

Effective Communicator

Piano

Grade 7, Associated Board of the Royal Schools of Music

About Me

Keith Tay is a Senior in SMU that enjoys his study in the field of psychology, playing football and rugby or simply chilling out in his free time. Often described as warm or friendly by friends and acquaintances, Keith takes pride in his easy-going personality and ability to get along well with others. Keith enjoys working with children, being a freelance tutor since 2018. He is particularly interested in the field of clinical, counselling and abnormal psychology, as well as psychological research. Other areas of interest for Keith include the study of trauma, crisis communication and internal communication.



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Date : 8 SEPTEMBER 2021

TESTIMONIAL FOR KEITH TAY JINN YANG

To whom this may concern,

Keith Tay interned with the Data & Analytics Branch at the Singapore Prison Service from May to Aug 2021.

Keith completed several projects in his time in D&A Branch. First, he had been able to formulate a communication framework to guide communications on drug offending deterrence and drug abuse initiation, using psychological and communication theories. Second, he designed, implemented and analysed a data literacy survey for a select group of data users in SPS, taking reference from the data competency needs outlined by Smart Nation Digital Government Office. Third, he worked within a team to develop a predictive model of recidivism, providing the conceptual understanding towards the potential inclusion of dynamic macroeconomic and social trends in understanding recidivism of offenders.

As an intern during this COVID-19 period, Keith displayed tremendous independent work and initiative to complete the projects that he was set out to do. His work output was timely, well thought through and showed his analytical skills. Keith was able to get along well with the other interns, supporting them in their projects where possible, and was a keen learner. He was receptive to feedback and willing to share his ideas openly with other staff in the branch.

Dr Jasmin Kaur

SENIOR ASSISTANT DIRECTOR
DATA & ANALYTICS BRANCH
STRATEGIC PLANNING DIVISION