

CHONG YONG YEE

Associate Trainer

Yong Yee is currently an Associate with neOOne Associates Sdn Bhd. She is the founder of NGO, Ubuntu Malaysia that empowers and dignifies people experiencing homelessness through peer-to-peer outreach and sport therapy. Her company, Design Tinker uses human-centred design to get out from conformity, instilling the power of empathy in solving business and social challenges. She is a certified community coach in football, under Premier Skills (UK), and a certified female coach by Football Association Malaysia (FAM).

LEARNING & DEVELOPMENT EXPERIENCE

Being a polymath, Yong Yee likes exploring diverse interests and connects the dots to make learning meaningful. As a self-improvement geek, she is always unlearning to break mental models and see them as opportunities instead of barriers. Her life-long project, Design Tinker, seeks to optimize problem solving and prove design thinking is more than a buzzword. In 2012, she was part of the team who developed the first Design Thinking Toolkit in Malaysia. She has been a Design Thinking facilitator since 2013, and she believes learning design thinking is only useful with a long-term support system for application.

“Design thinking is more than process and tools, it’s a mindset and if collectively practiced, it’s a culture of creative confidence.”

CURRENT WORK ACTIVITY

- Lead Trainer and Unlearning Coach for Design Tinker.
- Coach and Mentor at Young Sustainable Impact (YSI) Global program - solutions for Covid-19 .
- Human-centered Design and Sport Researcher at University of Malaya.
- Community Organizer and Social Media Manager at Ubuntu Malaysia.

PREVIOUS WORK ACTIVITY

- Innovation coach at EPF’s Trailblazers Strategy and Innovation program (neOOne).
- Co-facilitator and table-facilitator at LUMA’s Design Thinking workshop (neOOne).
- Trainer for LAZADA Ambassador Group Plan the Year 2019 using design thinking.
- Speaker and Workshop Facilitator at Penang’s largest tech conference (deTech 2019) - Design thinking and Innovation.
- Operations Manager - Accenture Malaysia.
- Research coordinator - UNDP-EPU Study on Housing for the Bottom 50% Income Group.



Qualification & Credentials

Current:

Doctor of Philosophy - Sport Sociology
University of Malaya

2010 - 2012

Master of Business Administration
– Graduate School of Business, USM

September 2011 – January 2012

Postgraduate Diploma in Management (PGDM) - S.P. Jain Institute of Management and Research, Mumbai, India

2001 - 2006

Bachelor of Engineering (Electrical)
– University of Technology Malaysia

AREA OF SPECIALIZATION

- Design Thinking.
- Social innovation, social entrepreneurship.
- Sport intervention as CSR and community development.

