

# CHONG YONG YEE

## Associates 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.



### Academics & 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.