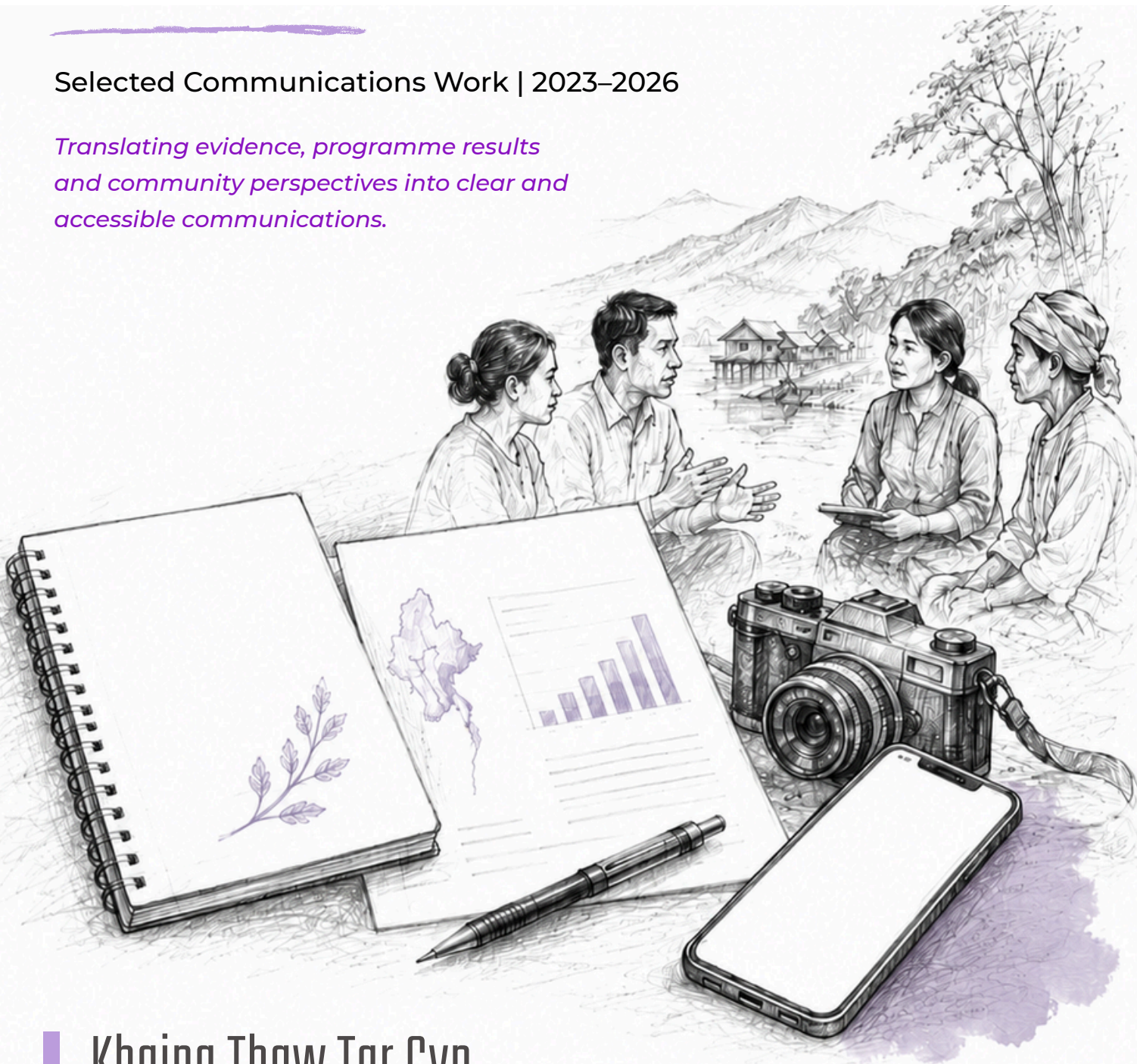


EVIDENCE INTO ENGAGEMENT

Selected Communications Work | 2023–2026

*Translating evidence, programme results
and community perspectives into clear and
accessible communications.*



Khaing Thaw Tar Cyn

Coordination, Communication and Analytical Specialist

Communicating evidence with clarity, purpose and care

I am a communications and digital content professional working at the intersection of evidence, design and storytelling. Since joining UNDP Myanmar in December 2022, I have supported the development and dissemination of analytical reports, web stories, newsletters, social media content, presentations, event materials and bilingual communication products for internal and external audiences.

My work involves understanding complex research and programme information, identifying the messages most relevant to different audiences, and translating those messages into accessible written, visual and digital content. I coordinate closely with analysts, programme teams, Country Office communications colleagues, UN agencies, consultants, designers and external partners to move communication products from concept and technical review through design, approval, publication and dissemination.

I bring a combination of hands-on content production, visual communication, coordination and institutional knowledge. I am experienced in working across multiple priorities, managing detailed review processes, adapting communications between English and Myanmar, and supporting communication that reflects the experiences of women, youth, older persons, crisis-affected communities and other underrepresented groups.

What I bring



Editorial and content development

Social media copy, web stories, report summaries, newsletters, briefing materials and presentations



Visual and digital communication

Publication design, social media assets, infographics, posters, banners and multimedia concepts



Bilingual communication

Translation and adaptation between English and Myanmar



Coordination and delivery

Communication planning, workflow management, review coordination, consultant liaison and dissemination



Evidence translation

Turning technical data and analysis into clear, audience-appropriate narratives



Professional Experience



Coordination, Communication and Analytical Specialist

United Nations Development Programme

December 2022–Present



- Develop and coordinate analytical, digital and visual communication products
- Translate technical evidence into accessible content
- Manage publication and dissemination workflows
- Produce newsletters, presentations, social media assets and event materials
- Support reporting, knowledge management and stakeholder engagement
- Coordinate with multidisciplinary teams and external service providers
- Develop and adapt communication content in English and Myanmar



Web Director / Creative Researcher / Administrative Coordination

2019–2022

- Supported web-based communication and digital content systems
- Contributed to visual design and user-focused presentation
- Coordinated digital platforms and structured online information
- Conducted creative research for communication and design outputs
- Supported administrative and workflow coordination



Growing experience. Expanding Impact.

From web and design foundations to communications at UNDP, my experience has been driven by a consistent focus: transforming information into clear, engaging communication that informs decisions and drives positive change.



Education and continuous learning



BSc (Hons) Computing - First-Class Honours

University of Greenwich



Diploma in English

University of Foreign Languages, Mandalay



Professional Diploma in Financial Management — Grade A

Strategy First International College



ICM Single Subject Diploma in Financial Management — Grade A

Strategy First International College



Certificate in Research Methodology

SFUx



User Interface and User Experience Fundamentals

Phandeeyar: Myanmar Innovation Lab

My education combines computing, language, research, financial management and user-centred design. This interdisciplinary background supports my ability to work with digital platforms, understand analytical content and translate complex information into structured and accessible communications.



Tools and Platforms



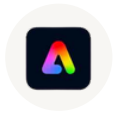
Design and production



Canva
Pro



Adobe
InDesign



Adobe
Express



Adobe
Illustrator



Figma



Microsoft
PowerPoint



Digital publishing and content management



WordPress



Elementor



Mailchimp



Stripo



UNDP digital
publication
workflows



SharePoint-based
content and file
management



Collaboration and workflow



Microsoft
365



SharePoint



FigJam



Mentimeter



Digital
communication
trackers



Publication
review
workflows

My technical background in computing strengthens my ability to work across communication, design and digital platforms. I am comfortable learning new tools, working with web-based systems and coordinating with technical specialists on data visualization, CMS and interactive storytelling.



My communications practice

My work covers the full communications cycle, from understanding evidence and defining messages to producing content, coordinating reviews, publishing across platforms and supporting dissemination.



01 Writing and editing

- Social media copy
- Web stories and articles
- Report summaries and key messages
- Newsletter content
- Briefing materials and presentations
- Internal communication products
- English–Myanmar adaptation



02 Visual communication

- Publication design
- Social media carousels
- Data cards and infographics
- Posters and event materials
- Presentations and briefing decks
- Visual storytelling concepts
- Canva and Adobe production



03 Digital communications

- Newsletter production
- Website and CMS content
- Digital dissemination
- Content scheduling
- Web-based storytelling
- Engagement monitoring
- Subscriber and audience communication



04 Coordination and knowledge management

- Communication pipelines and trackers
- Publication workflows
- Cross-team review coordination
- Consultant and vendor liaison
- Digital asset organization
- Event and launch communications
- Reporting and dissemination records

From technical evidence to audience-ready communication



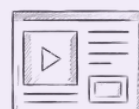
Understand the evidence



Define the audience and purpose



Shape the message



Develop the product



Coordinate review and approval



Publish, disseminate and learn

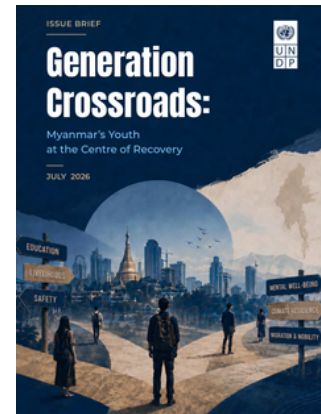
Generation Crossroads

Translating youth evidence into a coherent publication and communication package



Context

UNDP Myanmar's youth research brought together extensive evidence on education, employment, mobility, safety, mental well-being, climate pressures and young people's expectations for the future. The communication challenge was to bring these connected findings into a concise, accessible and visually coherent issue brief for development partners, programme teams and wider audiences.



My role

- Developed the visual direction for the issue brief
- Designed and coordinated the publication layout
- Translated six thematic “breaking points” into a consistent visual narrative
- Prepared illustration concepts and design guidance
- Coordinated technical and editorial revisions
- Developed social media communication concepts and assets
- Supported English–Myanmar content adaptation
- Prepared dissemination materials for the International Youth Day context

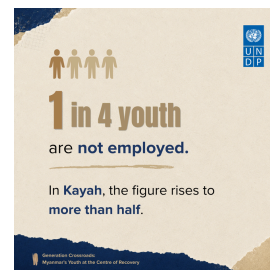
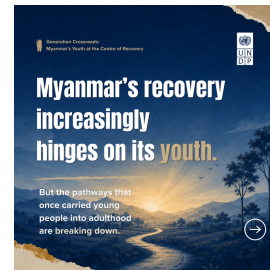
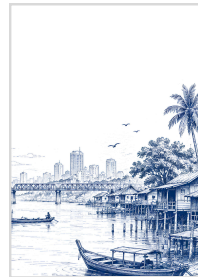
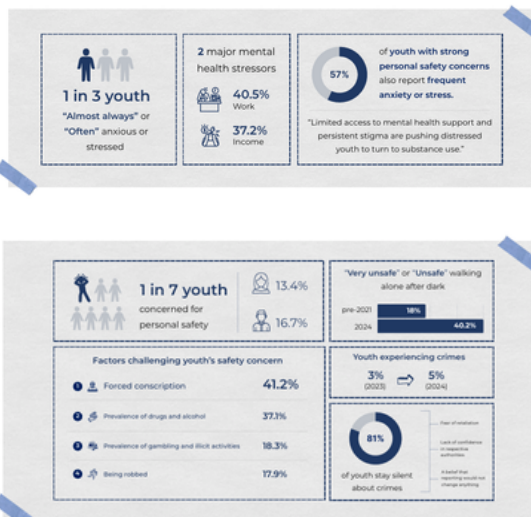


Communication objective

To make a large body of youth evidence easier to understand and use, while ensuring that the communication reflected differences in young people's experiences, including those of young women, persons with disabilities and youth facing insecurity, displacement and limited livelihood opportunities.

Selected outputs

- Publication cover and internal page system
- Thematic illustrations
- Data infographics
- Section and filler pages
- Social media carousel concepts
- Platform-specific captions
- Event and booth materials
- QR-based access materials
- English and Myanmar communication content



Writing and platform adaptation

Social media content was adapted for Facebook, LinkedIn and X.

The messages were structured differently for each platform while retaining consistent evidence and calls to action.



What this work demonstrates

- Publication and visual design
- Data-to-message translation
- Social media copywriting
- Inclusive youth communication
- Platform-specific content adaptation
- Cross-team review coordination
- Management of a multi-output communication package

MDO News Update

A regular digital product connecting public information with development analysis



Context

The MDO News Update is a recurring digital communication product that curates publicly available news and information relevant to Myanmar's changing socioeconomic, humanitarian, political and development context.

The newsletter supports colleagues, development partners and other audiences who need a concise and structured overview of developments without reviewing a large number of sources individually.



My role

- Coordinated regular newsletter production
- Designed newsletter layouts
- Managed production through digital newsletter platforms
- Scheduled and distributed editions
- Maintained subscriber communication
- Supported monitoring of opens, engagement and audience trends
- Coordinated internal review and quality checks
- Developed special products, including the mid-year and year-end digests

Communication objective

To provide a consistent, accessible and trusted communication product that helps audiences follow important developments and connect them to wider programme and policy considerations.



- ✓ Editions delivered on a regular schedule
- ✓ Subscriber base of **more than 1,100**
- ✓ Special mid-year and year-end digest products
- ✓ Engagement and newsletter analytics monitored
- ✓ Internal knowledge-sharing supported across UNDP and partner audiences

Myanmar's Fastest Deforestation Is Happening at Yangon's Door

Combining geospatial analysis with community perspectives

Context

UNDP analysis identified rapid forest loss across Yangon's urban and peri-urban townships. The communication challenge was to translate geospatial findings into a human-centred digital story that explained how deforestation connects with heat, livelihoods, migration, water stress and the choices facing communities.

Narrative approach

The story moves from landscape change to lived experience. It explains that forest loss is not only an environmental issue. It is connected to household income, fuel needs, land pressure, changing settlement patterns and the declining viability of rural and peri-urban livelihoods.

The narrative also avoids framing communities only as contributors to environmental damage. It shows the economic pressures behind forest dependence and highlights local efforts in community forestry, agroforestry, tree planting and youth-led climate action.

My role

- Supported development of the story concept and narrative structure
- Coordinated the frontend communication approach
- Worked with a GIS specialist and an external consultant
- Helped translate satellite-based findings into accessible language
- Integrated community interviews and lived experiences
- Developed photo and visual placement guidance
- Coordinated review and revision



What this work demonstrates

- Web writing and editing
- Data storytelling
- Multimedia planning
- Community-centred communication
- Consultant coordination
- Climate and environmental communication
- Translation of technical evidence

Events and Stakeholder Engagement

Extending communication beyond publication

Context

A report or communication product does not create impact through publication alone. Events, briefings, presentations and targeted dissemination help connect evidence with the audiences who can use it.

My work has supported donor roundtables, report launches, stakeholder briefings, youth events, information-management engagement and internal staff events.

Selected contributions

- Event communication concepts
- Presentation and briefing materials
- Invitations and participant communication
- Event scripts and speaking notes
- Vinyl, banners and signage
- Data cards and takeaway materials
- QR-based report access
- Social media and newsletter promotion
- Coordination with programme teams and partners
- Follow-up dissemination



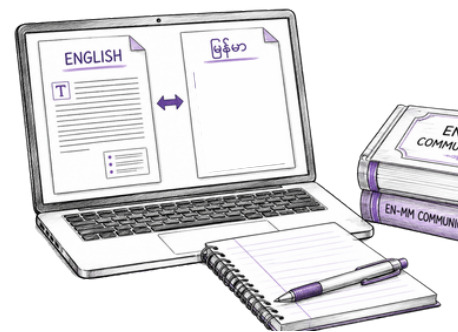
What this work demonstrates

- ✓ Event communications
- ✓ Audience engagement
- ✓ Presentation development
- ✓ Logistical and content coordination
- ✓ Donor visibility
- ✓ Public-facing communication
- ✓ Multi-format dissemination

Bilingual Content and Translation

My bilingual work includes translating and adapting analytical content, report summaries, social media copy, event materials, internal communication and web-based content between English and Myanmar.

I approach translation as a communication task rather than a word-for-word exercise. The objective is to preserve the meaning and evidence of the original while ensuring that the Myanmar version is natural, clear and appropriate for the intended audience.



My translation approach

Technical accuracy

Maintain the meaning of data, findings, programme terminology and policy concepts.

Natural readability

Use Myanmar language that reads as original communication rather than a literal translation.

Audience adaptation

Adjust sentence structure, explanation and tone according to whether the content is intended for the public, programme partners, internal staff or technical audiences.

Institutional consistency

Apply terminology and style consistently across related products.

Inclusive and sensitive language

Consider how gender, disability, age, conflict and vulnerability are represented in both languages.

Selected Translation Sample

Analytical communication

English

Even when women work, they are pushed into the margins, and income disparities between women and men are significant and widespread. Forty-two percent of women report having no income at all, compared to 23 percent of men, rising to 57 percent among women in Rakhine, one of Myanmar's most crisis-affected states.

မြန်မာဘာသာ

အမျိုးသမီးများသည် အလုပ်လုပ်ကိုင်နေရသည့်တိုင် ဘေးဖယ်ချန်လှပ်ခံနေကြရပြီး အမျိုးသမီး နှင့် အမျိုးသားတို့ကြား ဝင်ငွေကွာဟချက်များသည် သိသာထင်ရှားစွာ တည်ရှိနေဆဲဖြစ်သည်။ အမျိုးသမီး (၄၂) ရာခိုင်နှုန်းက ၎င်းတို့တွင် ဝင်ငွေလုံးဝမရှိကြောင်း ဖော်ပြကြပြီး ထိုပမာဏသည် အမျိုးသားများကြားတွင်မူ (၂၃) ရာခိုင်နှုန်းသာရှိသည်။ မြန်မာနိုင်ငံ၏ ပဋိပက္ခဒဏ်အခံရဆုံးသော ပြည်နယ်တစ်ခုဖြစ်သည့် ရခိုင်ပြည်နယ်တွင်မူ ဝင်ငွေမရှိသူ အမျိုးသမီးရာခိုင်နှုန်းမှာ (၅၇) ရာခိုင်နှုန်း အထိ မြင့်တက်လာသည်။

Source: UNDP (2025), Uneven Burdens: Women in Myanmar's Crisis Economy

Public-facing storytelling

English

Myanmar's women carry the uneven weight of crisis

The research shows how unpaid work limits women's economic participation in Myanmar. 78% of women who are out of work say caregiving is the main reason.

မြန်မာဘာသာ

မြန်မာနိုင်ငံမှာရှိတဲ့ အမျိုးသမီးများဟာ ညီမျှမှုမရှိတဲ့ အကျပ်အတည်း ဝန်ထုပ်ဝန်ပိုးတွေကို ထမ်းထားကြရပါတယ်။

အစီရင်ခံစာအရ အခကြေးငွေမရတဲ့ အိမ်ထောင်ပြုစုစောင့်ရှောက်မှုဆိုင်ရာ တာဝန်တွေဟာ မြန်မာနိုင်ငံမှာရှိတဲ့ အမျိုးသမီးများရဲ့ စီးပွားရေးကဏ္ဍမှာ ပါဝင်နိုင်မှုကို ကန့်သတ်နေပါတယ်။ အလုပ်မလုပ်ကိုင်နေတဲ့ အမျိုးသမီး ၇၈ ရာခိုင်နှုန်းက ပြုစုစောင့်ရှောက်မှုတာဝန်တွေကို အဓိကကြောင်းရင်းအဖြစ် ဖော်ပြထားပါတယ်။

Source: UNDP Myanmar Facebook

Selected Communication Contributions

Publications and briefs

- Generation Crossroads
- Uneven Burdens
- Youth Series products
- Urban Poverty: Unpacking Yangon
- Project annual and semi-annual reports
- A Disappearing Middle Class
- Disempowered
- Stitches of Struggle and Hope



Digital and social media

- Report launch carousels
- Youth communication campaigns
- Data cards
- Newsletter campaigns
- Mid-year and year-end digests
- Web-story communication assets



Internal and event communication

- IEC materials
- Event signage and vinyls
- Presentation decks
- QR access boards
- Staff communication materials
- Stakeholder briefing products



Selected examples of publication design, social media content, data visualization, event communication and digital storytelling developed or coordinated for UNDP Myanmar. My specific contribution is identified in the corresponding case-study pages.

THANK YOU

I am motivated by communication that helps evidence reach the people who can use it, programme teams, partners, decision-makers and communities.

My work combines writing, visual communication, digital production, coordination and institutional understanding. I aim to create communication products that are accurate, accessible, inclusive and useful, while ensuring that technical evidence and community perspectives are represented with clarity and care.

Contact

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-  khaingthawtarcyn@gmail.com
-  <https://kttcynapse.com/>



Evidence becomes valuable when people can understand it, engage with it and use it.

