

Experience

Collective (Agency)

London, UK

- Worked on a digital transformation project for a construction company. Conducted heuristic evaluation of the current end-to-end experience to identify areas for improvement. Delivered wireframes and data.

National Windscreens

London, UK

- Enhanced the booking website by conducting audits, gathering performance data, researching competitors, A/B testing, and optimizing key user journeys. Additionally, I redesigned dashboard and design systems.

HubBox

London, UK

- Led a greenfield project at a B2B SaaS start-up. Enhanced their Demo store, showcasing solutions to potential clients, resulting in an anticipated 22.4% increase in sales Q1'24.

Greatstate | Ministry Of Defence(MOD)

London, UK

- Designed self-service portals for professionals to assess benefits and enhance retention. Utilized Webflow for prototyping and contributed to the design system.

Bsi

London, UK

- Led the BSI Digital Transformation Program from the client side, delivering the MVP alongside Appian developers. Designed user-friendly regulatory service portals (CRM) and dashboards for both B2B and B2C clients. Contributed to their design system.

Kin+Carta | Santander Bank

London, UK

- Reduced loan application bounce rates by 67% on Mobile App and Web.
- Led workshops, research, wireframing, prototyping, and A/B testing. Contributed to a new design system for Santander App, Optimized Chat 2FA journeys, proposed self-service to reduce inquiries.
- Improved product visibility on iOS and Android, leading to a 44.56% increase in applications in Q1'22.

VCCP | O2 Network

London, UK

- I've worked on the Shop page and filters, conducting audits and gathering data from Google Analytics, Adobe Experience Manager Analytics, and Sessioncam to understand user behavior.

Like Digital | ISKO Denim (B2B)

London, UK

- Adopted a data-driven approach, analyzing Google Analytics for conversion rates and utilizing Hotjar to identify user pain points that required optimization. Through A/B and multivariate testing, I provided effective design solutions to enhance the user experience for key pages.

John Lewis & Waitrose

London, UK

- I have led three end-to-end projects, including While You're Away, Waitrose Rapid, and John Lewis Home Assurance. These initiatives resulted in a 33% increase in orders and contributed to generating £6 million through Rapid and WYA projects. My focus areas included data analysis, bounce rates, conversions, checkout improvements, and optimizations.

Lebara Mobile

London, UK

- Worked on their existing & new website & Apps. Optimised key user journeys and provided design solutions for better conversion. Led UX team and worked with product teams and stakeholders. I have also developed the designs using Front-end languages and SAP Hybris & AEM CMS platforms.

West One Technology

London, UK

- Worked on Trade-in platforms (Microsoft, Argos, Virgin mobile etc). Delivered design concepts and customer journeys from early-stage concepts to high-fidelity mock-ups. I have developed them using HTML, CSS, Bootstrap, Javascript & PHP.

Digital Symphony & Monkey Media

Kuala Lumpur, Malaysia

- I worked for a digital agencies and successfully delivered multiple projects. This included designing and developing websites for startup real estate clients and tech companies.

Skills

Design

Experience Design (UX)

Interface Design (UI)

Product Design (End-to-end)

Design systems

User-Centered-Design (UCD)

Wireframing & Prototyping

User testing & Research

iOS & Android app design

Software

Figma & Sketch

inVision & ProtoPie

Axure rp, Balsamic

Adobe XD, Zeplin

Visual studio, Miro

Jira, Confluence, Trello (Agile)

Google Analytics & Optimise

SessionCam, Usertesting.com

Front-end

HTML5, CSS3, LESS, SCSS,

Bootstrap, JS (basic),

Webflow, Squarespace,

Wordpress, Shopify,

Salesforce CRM, Power BI,

Email design & development.

Experienced in
Startup, SaaS, Corporate,
B2B, B2C, Fintech,
Telecoms, Technology, E-commerce, Retail,
Government sectors, and
best agency practices.

I **DO NOT** need any Visa or sponsorship to work in the UK.