

Skills

Design

Experience Design (UX)
Interface Design (UI)
Service Design
Presentation Design
User-Centered-Design (UCD)
Interaction Design
Wireframing & Prototyping
Email Design
Story boarding

Software

Sketch
inVision & Webflow
Axure, Balsamic
Adobe Photoshop, AI
Figma
Adobe XD
Brackets / Visual studio
Hotjar, Jira, Trello
Google Analytics & Optimise

Programming

HTML5/CSS3
Bootstrap 3/4
Sass/Less
Java script
jQuery

Others

Stakeholder interviews
Agile / Scrum experience
Project Management
Wordpress, CMS, Webflow.
E-commerce, SEO, Analytics

Education

Design Course (Master's Level)

Sheffield Hallam Univeristy, UK

Bachelor's Degree in Computer Science & Engineering

Sheffield Hallam Univeristy, UK

About me

I'm a creative, big-picture thinker obsessed with crafting the details and an energetic collaborator, motivated to inspire. I'm personable, ambitious, delivery-focussed, diplomatic & adaptable to the task. I have a deep sense of empathy, which fuels my passion to craft honest, inclusive and meaningful experiences for people. I'm strong at communicating design intent-verbally & visually.

Proud of

Designed and Developed Trade-in platforms for Microsoft, Virgin Mobile and Argos in a single year.

Proud to be a part of John Lewis & Waitrose future propositions.

Experience

John Lewis & Waitrose

London, UK

UX/UI Designer

July 2019 - Oct 2020

- Inception, design and delivery for the online identity (Web & App) of the **While you're Away from WAITROSE, Home Assurance by JOHN LEWIS.**
- Improved new customer on-boarding & Postcode validation process (Analytics-based approach). user experience design through user research, Interviews, interactive prototypes and wire-frames.
- Responsible for product usability and ensuring a delightful user experience for the in-house MVP product **RAPID DELIVERY from WAITROSE.**
- Used Webflow to validate & test design/branding concepts. Built some key landing pages in Webflow to show the concepts in real-time (with animations etc.)

Lebara Mobile

London, UK

UX/UI Lead (Freelance)

Dec 2018 - Present

- Part of the company's digital transformation. Redesigned the complete Web & App by doing the stakeholder interviews, user research, Prototyping, wireframing, competitor analysis & user testing. App design (data analytics). Redesigned the problem solving experience to improve conversion results.
- Analytics based approach. Email design, Retail /E-commerce.
- Webflow landing pages to do the real-time user testing and to prove the ideas for better experience.

West One Technology

London, UK

UX/UI/Front-end

Jun 2017-Dec 2018

- Understanding and analyzing the needs of stakeholders & clients, Interacting with them for establishing User Experience through Interviewing, questioning.
- Designing user flow, Low - High Fidelity Wireframes and mocks/Prototypes from a user perspective and developed the designs from using front-end programming languages.
- Developed Websites using HTML5, CSS3, Bootstrap, JS.

Digital Symphony

Malaysia

UX/UI/Front-end

Feb 2016-Feb 2017

- Wireframes and mocks/Prototypes from a user perspective. Following UCD (Usercentered Design) Process.
- Planning Navigation, concepts, Sketches. Focus on Key issues. Design & Development.
- Mobilefriendly/SEO oriented websites & Portals design/development.

Monkey Media

Malaysia

UX/UI/Front-end

Jun 2015-Jan 2016

- Lo-Hi Fidelity Wireframes, Mock-up's, Prototypes, Designing Log-in Flows. Designing the whole website process and coding.
- Analytics based approach, Email Design & Development.
- Conversion based development.

Lavu Technologies

Malaysia

UX/UI/Front-end

Dec 2013-Jun 2015

- Wireframing, Prototyping, user testing, email design & coding