

Skills

Design

Experience Design (UX)
Interface Design (UI)
Service Design
Product Design
User-Centered-Design (UCD)
Wireframing & Prototyping
Email Design
Story boarding, Workshops

Software

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

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.

Education

Design Course (Master's Level)

Sheffield Hallam Univeristy, UK

Bachelor's Degree in Computer Science & Engineering

Experience

Santander Bank

London

Senior Product Designer

March 2021 - Present

- I have been working on the Santander Mobile app. Redesigned the entire Loan application process (Pre-approved, highly-likely & general) and some dashboard redesign work. (done the research, wireframing, prototyping & testing) & working on Mobile & Web app for santander customers.

VCCP | O2 Network

London

Senior UX Designer

Feb 2021 - March 2021

- Over the course of this contract, I worked on some BAU projects(end-to-end) and Digital Transformation projects for O2 Network/Telefonica.
- Brainstormed , Wireframed and prototyped several pixel-perfect concepts, in collaboration with project managers and other UX teams.
- Gathered Data from Google Analytics & Adobe Analytics + Sessioncam to understand the user behaviour and pain points in the journey.
- Followed UCD (User-centered-design) process throughout the design, Performed user-testing for the real-time validation.
- Worked on the O2 Consumer, O2 Open & Business Shop part of the website.

Like Digital | ISKO Denim (B2B)

London

UX Consultant

Dec 2020 - Jan 2021

- Worked as Hybrid UX Designer, Performed an UX audit on ISKO DENIM B2B website to refine some major user journeys.
- Followed Data first approach, gathered data from Google analytics to see conversion rate, and Hotjar to check the user struggling paths which needs to be optimised for better user experience and better user conversion.
- Wireframed better solutions and tested with real-time users to check the interactions and developed (with HTML5,SCSS/CSS, Javascript, Bootstrap4) some user journeys for further testing with users & stakeholders.

John Lewis & Waitrose

London,UK

Senior 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** (won an award in 2019).
- Improved new customer on-boarding & Postcode validation process by +35%. Worked in a startup,fast-paced environment for this MVP. Responsible for Wireframing, Prototyping, User testing, User inetrvievs, User research (competitor analysis part), email design and part of the Front-end
- Followed the data & mobile first approach since the begining to see the user behaviour and usability of WYA website & Apps. Agile approach to refine the user journeys for better user experience.
- Worked on other project called **HOME ASSURANCE** from John Lewis. responsible for wireframing, prototyping and testing the designs with real users and developed some user journeys in Webflow to test the concept prototypes on all devices.
- Worked on other project called **RAPID DELIVERY** from WAITROSE. responsible for wireframing, prototyping and testing the designs with real users. Redesigned some complex user journeys (Search, checkout, Navigation, Postcode eligibility) to decrease the bounce rate.

Lebara Mobile

London,UK

Hybrid UX/UI Lead

Dec 2018 - July 2019

- Part of the company's digital transformation. Redesigned the complete Web & App by doing the stakeholder interviews, user research, Prototyping, wireframing, competitor analysis, workshops & user testing.
- During this period, worked on the current website to improve the UX experience. Redesigned some complex journeys and tested quickly with staff and remote users and refined as per the feedback. Developed the approved designs on their Hybris CMS in the same sprint. Increased user satisfaction (+34%) and perceived findability of product/information (+44%) with the new solutions
- Added some user journeys (which are tested on the current website) to the new website. Led a design team of 7 during this period, collaborated with external agencies and other project & project managers. Followed Mobile first and Agile approach.
- Redesigned the Mobile App (iOS/Android) and increased the usage by +64.5% and downloads (12,000 in the first month)

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. Designing user flow,Low - High Fidelity Wireframes and mocks/Prototypes from a user perspective and developed the designs from using front-end programming languages.
- Designed & developed Trade-in website for MICROSOFT. All the projects are greenfield one's, responsible for wireframing, prototyping, testing & Front-end development. Collaborated with Microsoft team during the design process to understand their brand guidelines, tested with Microsoft users in the store and remotely for better understanding of their struggles and expectations.
- Designed & developed Trade-in websites for Virgin & Argos. Responsible for wireframing, prototyping, testing & Front-end development. Collaborated with Virgin & Argos team during the design process to understand their brand guidelines, tested with their users in the store and remotely for better understanding of their struggles and expectations.

Digital Symphony

Malaysia

UX/UI/Front-end

Feb 2016-Feb 2017

- Worked for a one of the top agency as a Hybrid Designer/Developer. Worked on a variety of projects (Real estate, Leisure booking).
- Responsible for end-to-end design process (illustrate design ideas using storyboards, process flows and sitemaps) and tested prototype ideas to gather feedback through user interviews and surveys
- Produced concepts and prototypes ranging from sketches and interactive prototypes to production-ready designs
- Developed all the user journeys and components for back-end developers.

Monkey Media

Malaysia

UX/UI/Front-end

Jun 2015-Jan 2016

- Worked for a fast-paced start up media agency, responsible for Lo-Hi Fidelity Wireframes,Mock-up's, Prototypes,Designing Log-in Flows.
- User testing & research to validate designs. Worked in a agile environment.
- Email design & development and Front-end development for most of the user journeys.

Lavu Technologies

Malaysia

UX/UI/Front-end

Dec 2013-Jun 2015

- It's a Hybrid role, responsible for end-to-end product design & development. Followed Data & Mobile-first approach.
- Stakeholder interviews, ideation, competitor research, user testing, prototyping and developing the websites in CMS (wordpress, Shopify etc.)