

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
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
Information Architecture
Wordpress,Hybris,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 - Present

Researched, designed, and prototyped a more approachable and valuable experience for future propositions like John Lewis Home Assurance, While You're Away from Waitrose, Wine tasting at home from Waitrose and Rapid Delivery from Waitrose.

Lebara Mobile

London,UK

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 & user testing. App design(data analytics). Redesigned the problem solving experience to improve conversion results. Analytics based approach.Email design, Retail /E-commerce. Front-end development.

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.

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 Flow. 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