

# MUHAMMAD ALIFF AIMAN BIN MUZAMMIL

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## PROFESSIONAL SUMMARY

UI/UX Designer with 1 year of hands-on experience redesigning enterprise applications and conducting user research. Led end-to-end redesign of an Applicant Tracking System, improving recruiter workflows through data-driven design decisions. Skilled in Figma, prototyping, usability testing, and cross-functional collaboration with developers. Vice Chancellor's Award recipient with proven ability to translate user insights into intuitive, accessible interfaces.

## CORE COMPETENCIES

User Research | Wireframing | Prototyping | Usability Testing | A/B Testing | Information Architecture | Visual Design | Design Systems | User Flows | Interaction Design | Figma | Adobe Creative Suite | Responsive Design | Accessibility (WCAG) | Developer Handoff | Agile/Scrum

## PROFESSIONAL EXPERIENCE

### UI/UX Design Intern

Hiredly, Kuala Lumpur

Oct 2025 – Present

- Led end-to-end redesign of internal Applicant Tracking System (ATS), conducting user research with HR professionals to identify pain points and streamline recruiter workflows
- Reduced design iteration time by 40% using Google AI Studio for rapid prototyping, enabling faster stakeholder feedback cycles
- Executed 5+ high-fidelity usability testing and A/B testing sessions with HR stakeholders, iterating designs based on quantitative and qualitative feedback
- Partnered with development team to ensure UI feasibility, creating detailed design specifications and developer handoff documentation
- Designed UI/UX for Internship Bank feature, leveraging student user insights to optimize bulk-application process for 1000+ potential users
- Redesigned Market Insights and Trending Jobs pages, improving data visualization and visual hierarchy for enhanced user engagement

### Creative Designer Intern

ThinkRaw.Asia

Sep 2022 – Jan 2023

- Created visual content and motion graphics for 10+ international and local clients, enhancing brand storytelling through design
- Delivered video editing and visual design solutions to create engaging multimedia content across multiple platforms

## KEY PROJECTS

### ATS Dashboard Redesign — Hiredly

- Managed complete redesign lifecycle from discovery research to final developer handoff, presenting design flows to stakeholders
- Analyzed user data from HR professionals to identify friction points, implementing solutions that improved system efficiency

### Internship Bank Page — Hiredly

- Designed end-to-end UI/UX for a new bulk-application feature targeting 1000+ student users
- Conducted user research with students to understand pain points in the internship application process
- Created wireframes, prototypes, and high-fidelity designs in Figma, iterating based on usability testing feedback

### UiTM Bus Transportation System UI — Personal Project

- Designed user interface for campus bus tracking system, applying user-centered design principles to improve student commuting experience

### Interactive Children's Website — BIME Exposition

- Received recognition for outstanding presentation at BETA Interactive Multimedia Exposition for interactive educational website design

## EDUCATION

### Bachelor of New Media Communication (Hons.)

2023 – Present

Universiti Teknologi MARA (UiTM) Shah Alam

- Vice Chancellor's Award recipient for exceptional academic performance
- Multiple Dean's List honors throughout degree studies

### Complete Web & Mobile Designer: UI/UX, Figma

2025

Udemy Certification

### Diploma in New Media Communication

2020 – 2023

Universiti Teknologi MARA (UiTM) Alor Gajah

## TECHNICAL SKILLS

**Design Tools:** Figma, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Google AI Studio

**UX Methods:** User Research, Competitive Analysis, Wireframing, Prototyping, Usability Testing, A/B Testing, User Flows, Journey Mapping

**Languages:** Malay (Native), English (Proficient)

**REFERENCE:** Joann Teoh | COO, Hiredly | joann.teoh@hiredly.com | +6019-655 1293 | Direct Supervisor