Muhd Shaifol

1st June 1986 | Singaporean | Malay
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Current employment:
Product Director

Looking for a position as a
Product Manager / Owner / Designer
Availability: **Immediate**
Expected Salary:
$7,500 (Negotiable)

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12 years industry experience from an entry level designer to a product director, working on a multitude of technologies from different industries such as software/hardware product development, social ecommerce enterprise, blockchain HR tech and award winning B2B SaaS platform.

With the ever-changing ecosystem of information, data and communication, companies are not selling products but rather an all-round experience that the users can be a part of.

EDUCATION

Chatsworth Mediart Academy
Diploma in Communication Design
2011 – 2012 | Singapore

ITE Macpherson College East
Nitec in Information, Communication Technology
2003 – 2005 | Singapore

Bedok South Secondary School
GCE 'N' Level
1999 – 2002 | Singapore

WORK EXPERIENCES

Bluemeg Pte. Ltd.
Nov 2019 – Present | B2B SaaS Platform | Singapore
Product Director
- Research, innovate and inspire viable new strategies and execute up to product launch and beyond.
- Responsible for the company's various product planning, product positioning, and be responsible for the review and implementation of new product features.
- Manage and review request priorities, master planning, and coordinate development progress to ensure a good release.
- Coordinate and communicate with all departments to promote information sharing and improve collaboration efficiency.
- Utilising data analytics tools to understand user's behaviour and propose solutions that align with the business objectives.

- Management of a growing product team, organize and implement work plan, responsible for training and daily management of the team.

Indorse.io
April 2016 – Nov 2019 | Blockchain Technology | Singapore
Product Manager
- Work closely with the CPO to work together on product vision, strategy, proposition, direction and roadmaps.
- Lead all UX process work from tracking data analysis using Hotjar & google analytics, quantitative & qualitative research, user journey mapping, wireframing, conduct user test and measure key metrics according to business objectives.
- Creating UI design systems, hi-fi mockups and prototyping.
- Appointed lead on company rebranding effort with ServicePlan in Germany and liaison for all product & design related issues for the company.
- Managed the local product team consisting of 6 team members for any given feature development work.
- Delegating, supervise and guide team members to achieve the highest standard of delivery and productivity.
- Manage R&D projects and implemented the "design sprint" for faster usability testing results.

GoPurpose Pte. Ltd.
Feb 2015 – April 2016| Social eCommerce Enterprise| Singapore
Lead UX / UI; Product Designer
- Worked with CEO and IT manager in strategizing and planning of company transition from a crowdfunding to an eCommerce platform.
- Lead on all research, interviews, contextual inquiry and competitor analysis to understand the regional the market landscape and behaviour.
- Conduct UX workshop with stakeholders to understand requirements, direction and objectives.
- Working on data analysis, affinity diagram, persona creation, user journey maps, user flows, wireframing and prototype to test with early users.
- Initiate and supervise all UI design work from design systems to hi-fi mock-ups and prototype.
- Liaise with tech team in India for UI requirement gathering and handover.
- Managing all product works for the development of "GoNatuur" and "GoPurpose" platform.
- Managed the tech product team which consist of 3 full timers and 6 interns

Vodoke Pte. Ltd
Jan 2011 – Feb 2015 | IoT Tech Product | Changi Business Park, Singapore
Designer (UI / UX / Graphic / Web)
- Handles all design work from graphics, marketing collaterals, industrial to UX / UI design.
- Liaising with manufacturing company in China for production related issues.
- Involve with contract negotiations with M1 (telco) for the release of MiBox.
- Appointed as liaison for all product design related issues with M1.
- Work with M1 marketing team and conduct design workshop to understand requirements and branding related issues.
- Work with M1 marketing team in identifying important consumer touch points and focus on implementing the best design strategies to maximize brand awareness.

CXRUS Solution Pte. Ltd
July 2009 – Jan 2011 | Digital Agency | Singapore
Designer (Graphic / UI)
- Brainstorm and developed digital design collaterals.
- Working with art director to deliver design components within the projects as scheduled.

- Conceptualize and design wireframes, prototype for web projects.
- Client includes: Canon SEA, Golden Village, National Parks.
- Maintaining and updating client sites as and when requested.

SKILLS

My experience with the different companies has provided a solid foundation in*:*

- User Stories & Flow
- Usability Protocols
- Data Analytics
- Usability Testing

Persona Creation
A/B, Card Sort, User Testing
User Journey Mapping
Information Architecture (IA)

Product strategy
Quantitative Research
Qualitative Research
User Testing

TOOLS

- Sketch
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop

Adobe Dreamweaver
Figma
UX Pin
Confluence

JIRA
Webflow
Zeplin
Miro

Online Portfolio: www.behance.net/shaifolprojects