MUHAMAD ARIFFUDIN

UI/UX DEVELOPER

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PROFILE SUMMARY

I am a highly skilled UI/UX Developer with substantial expertise in web design, clean coding practices, and proficiency in PHP. My strong communication skills enable me to work effectively both independently and within teams. I excel in using industry-standard design tools such as Adobe Creative Suite, Figma, and Sketch. I am enthusiastic about the opportunity to contribute meaningfully to your team and am available to start immediately.

EDUCATION

BSc (Hons) in Software Engineering   2018 - 2020
Asia Pacific University of Technology & Innovation
CGPA: 2.65/4

Dip in Information Technology (Programming)   2015 - 2017
Polytechnic Balik Pulau
CGPA: 2.86/4

PROFESSIONAL SKILL

- UI/UX Design, Product Design
- HTML5, CSS, JavaScript
- PHP, Laravel, React.Js
- SQL, MySQL, MangoDB
- Wordpress, Webflow, Shopify
- Digital Marketing, Video Editing

TECHNICAL SKILL

- Visual Studio Code, Visual studio,
- Git Hub, Git Lab, Trello, InVision
- Photoshop, Illustrate, Premiere pro
- Adobe XD, FIgma, Sketch, UX Writing, MicroCopy
- Wireframe, Prototyping, Research, Usability testing
- SEO, Google analytic, Google & Facebook Ads

WORK EXPERIENCE

Assistant Chief Information Technology [Contract]   Nov 2022 – Present
Hospital Kota Tinggi. [Johor]

- Enhanced user experience through ICT support, encompassing training, help desk services, and usability testing, resulting in a 25% boost in user satisfaction and the delivery of tailored solutions to clients.
- Boosted system efficiency by 65% through PHP code optimization, MySQL troubleshooting, and collaborative teamwork, directly enhancing overall operational performance and company success.
- Ensured innovative and industry-aligned design by staying updated on UI/UX trends, embracing emerging technologies, and cultivating strong client relationships. Achieved an impressive 98% satisfaction rate and increased client retention by 30%.

WORK EXPERIENCE

Software UI/UX Developer [Full Time]   Nov 2021 − Oct 2022
Alphacore Technology Sdn. Bhd. [Kuala Lumpur]

- Developed the AlphaDash HRMS system using Laravel PHP framework and ReactJS, employing agile methodology. This led to an impressive 35% enhancement in system efficiency.
- Leveraged a suite of design tools, including Adobe Creative Suite, Figma, InVision, Slack, and Sketch, to create wireframes and drawings. This approach resulted in a substantial 25% increase in team productivity.
- Seamlessly collaborated with 15 cross-functional teams to ensure the successful execution of development and design initiatives, earning a remarkable 90% satisfaction rate from stakeholders.
- Improved user experience by conducting comprehensive usability testing, effectively identifying and addressing UX issues, and providing valuable design recommendations for more than 10 projects.

Software Engineer [Full Time]   Sep 2020 − Oct 2021
SRG Asia Pacific Sdn. Bhd. [Kuala Lumpur]

- Collaborated with 10 developers to create a contact center dialer (SRG_dial) application using PHP and MySQL database, utilizing Agile methodology to ensure successful execution of development and designs.
- Collaborated with development teams to code and design the user interface, and implemented Docker technology to ensure optimal performance across different systems and browsers.
- Participated in the entire software development process from planning to implementation, resulting in a 20% decrease in development time.
- Maintained the call center dialer software (vici_dial) for over 3,000+ staff during critical periods, resolving issues and troubleshooting with a 90% success rate.

Web UI/UX Developer [Full Time]   Jan 2019 − May 2020
George Healthcare Sdn. Bhd. [Kuala Lumpur]

- Developed Healtopedia's eCommerce website, attracting 6,000+ monthly visitors, and conducted extensive user research, designed user-friendly interfaces, and ensured website accessibility and compliance.
- Iteratively advanced from product concepts to high-fidelity prototypes through wireframing, rapid prototyping, and user testing.
- Collaborated closely within a SCRUM process alongside cross-functional teams, ensuring successful development and design execution.
- Played a central role in achieving an impressive 20% revenue increase from concept to deployment, created comprehensive guides and communication packages to support commercialization teams and clients.

Web UI/UX Developer [Full Time]   Feb 2017 − Apr 2018
Creative Web Solutions Sdn. Bhd. [Johor]

- Created wireframes and design concepts using Adobe Creative Suit, Figma, Trello, and Sketch, improving user experience by conducting usability testing and proposing design recommendations.
- Provided business requirements and design that aligned with UI/UX style guides and framework.
- Implemented payment applications for all 15+ e-commerce clients' sites, resulting in a 25% increase in company revenue and collaborating with internal teams to develop, design, and implement solutions.
- Ensured 100% client satisfaction by working closely with them during the design and implementation phases.

REFERENCES

- **Andy Bin Mustaming - Hospital Kota Tinggi**
  - Assistant Chief information Technology
  - andy.mustaming@moh.gov.my
  - 07-88311131

- **Dato Dr Ace Wong - Alphacore Technology**
  - Chief Executive Officer
  - https://alphacoretech.net/
  - 03-22424091