MUHAMAD ARIFFUDIN

UI/UX DEVELOPER

Johor Baharu, Johor | +60 11 1067 3172 | muhamad-ariffudin.github.io

muhamadariffudin49@gmail.com | linkedin.com/in/muhamad-ariffudin

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PROFILE SUMMARY

Experienced UI/UX Developer specialized in PHP programming, database management, and user-centered design. Creates efficient and engaging web and mobile applications that boost revenue and user satisfaction. Proven track record of developing code, conducting usability testing, and collaborating with cross-functional teams. Proficient in Adobe Creative Suite, Figma, and Sketch. Ensures accessibility, compliance, and electronic banking standards. Committed team player delivering high-quality work that aligns with UI/UX style guides and frameworks.

PROFESSIONAL SKILL

- UI & UX Design, Product Design
- HTML5, CSS, JavaScript
- PHP, JAVA, ASP.NET
- Laravel, React JS, Bootstrap
- Kotlin, Swift, Flutter
- SQL, My SQL, Firebase
- Wordpress, Webflow, Shopify

TECHNICAL SKILL

- Visual Studio Code, Visual studio,
- Net Bean, Android Studio, X Code
- 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

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

WORK EXPERIENCE

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

- Developed and analyzed efficient PHP programming code for system development tasks, troubleshooting programming language and database MySQL problems, resulting in a 65% increase in system efficiency.
- Maintained system, solved programming-related problems, and prepared technical documentation including User Requirements Specification (URS) and System Design Specification (SDS).
- Collaborated with cross-functional teams, utilized design software, stayed up-to-date with emerging trends, UI/UX design for web and mobile applications using user research, wireframing, prototyping, and mockup.
- Optimized user experience through ICT support services, including training and help desk, and conducted usability testing to optimize user experience and provide design solutions for clients.

WORK EXPERIENCE

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

- Designed and developed AlphaDash HRMS system using Laravel PHP framework and ReactJS, with agile methodology, resulting in a 35% increase in system efficiency.
- Created wireframes and drawings to convey ideas and design concepts using tools such as Adobe Creative Suits, Figma, InVision, Slack and Sketch, resulting in a 25% increase in team productivity.
- Collaborated with 15 cross-functional teams to ensure the successful execution of development and designs, resulting in a 90% satisfaction rate from stakeholders.
- Improved user experience by conducting extensive usability testing, identifying and resolving UX issues, and proposing design recommendations for 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 99% success rate.

Web Developer [Contract]   May 2020 − Aug 2020
Samurai Paint Sdn. Bhd. [Johor Bahru]

- Conducted user research, including interviews and heuristic evaluations, to revamp the Samurai Paint website and mobile apps to meet users' needs, resulting in a 20% increase in user satisfaction.
- Successfully implemented personas and a customer journey map to drive the redesign of the website and mobile apps, resulting in a 15% increase in user engagement.
- Managed maintenance, updates, expansions, and scaling of the website to ensure uninterrupted user access and experience.

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

- Developed an eCommerce website, Healtopedia, with PHP and MySQL, attracting 6,000+ monthly visitors, and collaborated with teams to meet customer demands and company goals.
- Conduct user research, create wireframes, prototypes, and designs, develop intuitive interfaces, conduct usability testing, and ensure accessibility and compliance.
- Responsible for delivering business and product value, resulting in 20% revenue growth from idea to deployment. Created guides and communication packages for commercialization teams and clients.
- Collaborated with cross-functional teams to ensure successful execution of development and designs, including implementing electronic banking standards, clarifying requirements, and upholding agile values, principles.

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

- 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.