

# 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 programming language. I am well-versed in industry-standard design tools such as Adobe Creative Suite, Figma, and Sketch. My commitment lies in delivering accessible and compliant user experiences. I am enthusiastic about the opportunity to contribute effectively to your team and am available to start immediately.

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## EDUCATION

<b>BSc (Hons) in Software Engineering</b>	2018 - 2020
Asia Pacific University of Technology & Innovation	
CGPA: 2.65/4	
<b>Dip in Information Technology (Programming)</b>	2015 - 2017
Polytechnic Balik Pulau	
CGPA: 2.86/4	

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## PROFESSIONAL SKILL

- UI/UX Design, Product Design
- HTML5, CSS, JavaScript
- PHP, Laravel, React.js
- SQL, MySQL, Firebase
- 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, Flgma, Sketch, UX Writing, MicroCopy
- Wireframe, Prototyping, Research, Usability testing
- SEO, Google analytic, Google & Facebook Ads

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## WORK EXPERIENCE

<b>Assistant Chief Information Technology [Contract]</b>	Nov 2022 – Present
<b>Hospital Kota Tinggi. [Johor Bahru]</b>	
<ul style="list-style-type: none"><li>• 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.</li><li>• Boosted system efficiency by 65% through PHP code optimization, MySQL troubleshooting, and collaborative teamwork, directly enhancing overall operational performance and company success.</li><li>• 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%.</li></ul>	

## 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 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.