

Arieff Hizer

LinkedIn: [linkedin.com/in/arieff-hizer-98b412225/](https://www.linkedin.com/in/arieff-hizer-98b412225/) | **Portfolio:** arieffhizer.framer.website

Address: Bukit Damansara, Kuala Lumpur

Contact No: (+60) 11-1069 3409

Email: arieffhizer@gmail.com



Professional Summary

With a background in architecture and a deep passion for design, I transitioned into UI/UX to craft seamless, user-centered digital experiences. Over the past five years, I've honed my skills in design exploration and problem-solving, driven by empathy and a desire to enhance everyday interactions through intuitive interfaces. My architectural foundation gives me a unique perspective on structure, aesthetics, and functionality, which I now apply to the digital realm. I believe that thoughtful UI/UX design has the power to simplify technology and enrich people's lives.

SKILLS:

- Product Design (UI/UX)
- Mobile App and Web Design
- Framer and Webflow
- Visual Design
- Wireframes & Prototyping
- UX Research
- Usability Testing

Work Experiences

Product Designer (UI/UX)

September 2024 - present

Upstack Studio Sdn. Bhd.

Spearheaded design efforts across three diverse projects within a span of four months, encompassing B2B, B2C, and SaaS platforms.

- Lead Designer for Tradelink, a SaaS logistics management web app, serving US and Mexico clients and also FitCoach, a workout and macro nutrition tracking.
- Delivered low-fidelity and high-fidelity designs that exceeded client expectations, with 90% of designs receiving immediate approval on the first submission.
- Collaborated with a team of developers, ensuring seamless design implementation and resolving technical challenges during development, resulting in a 10% reduction in development time.
- Managed project timelines, ensuring high-quality outcomes despite tight deadlines.
- Conducted usability testing sessions with clients, gathering valuable feedback that led to a 20% increase in user satisfaction upon product launch.
- Create and launch all core templates (web) fully integrated with the design system, streamlining internal processes and improving design consistency across multiple platforms.

UI/UX Designer and No Code Developer

May 2024 - August 2024

Plura Atelier - Web Landing Page (Freelance)

Designed a responsive landing page with a single CTA, leading to a measurable increase in client engagement and conversion rates.

- Translated design intentions, ideas, and requirements into an intuitive, user-centered landing page that improved engagement by 50% within the first month of launch.
- Advocated for delightful user interfaces to create seamless user experience across devices.

UI/UX Designer

December 2023 - December 2024

Platboard - Crypto Wallet Managing App (Freelance)

Designing a crypto wallet managing app to manage multiple crypto wallets with a single interface

- Created high-fidelity designs and prototypes in Figma
- Built dynamic user-centered interfaces (UI) for mobile app
- Animated the transitions and interactions of the app prototype

Education and Certification

Bachelor of Science in Architectural Studies

International Islamic University Malaysia

Google UX Design Professional Certificate

Coursera | Google

HTML & CSS Full Course

Supersimple.dev

Languages

English

Native

★★★★★

Malay

Native

★★★★★