

MUHAMMAD BADRUDDIN BIN RAMLE

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PROFILE

A highly driven individual who specialises in structuring innovative and effective ideas for **business and digital strategic developments**. Developed his skills professionally with close to **2 years of experience in project management and UI/UX Design**, and **3 years in digital communications, learning & development and people engagement**.

A **go-getter** who is passionate in driving **digital agenda**, with an **agile, data-driven and entrepreneurial** mindset, trained in **human-centred design**. A **team player** who fosters **notable relationships** with colleagues, management, and stakeholders, across the region. A **leader** who displays **compassion and inspiration** and builds **fervent dynamics** to achieve greater heights as a team.



EDUCATION



**NANYANG
TECHNOLOGICAL
UNIVERSITY**

**Nanyang Business School,
Nanyang Technological
University (NTU)**
Bachelors in
Business, Marketing

Aug 2012 -
Jan 2016



**Temasek
POLYTECHNIC**

Temasek Polytechnic
Diploma in
Integrated Facility Design and
Management

Apr 2007 -
May 2010



WORK EXPERIENCES/INTERNSHIPS



DBS Bank, Singapore

Senior Associate | Project Manager, UI/UX Designer

[Institutional Banking Group Operations (IBGO), Reg Digital Transformation & Data, Digital Servicing]

Sep 2019 -
Present

- Transforms digital servicing capabilities and user experience by successfully designing an intuitive integrated application, IBG I.Serve, for customers' end-to-end case management with enhanced UI / UX. As a result, this improves employee experience and satisfaction, as well as addressing employee pain points by reducing system accesses for users in HK, IN, SG & TW. Awarded with DBS T&O Chapter Champion as UI / UX lead for IBG I.Serve.
- Improves employee and customer journey with a data-driven human-centred design approach to identify key opportunities and requirements prioritization that drive benefits and cost savings, while collaborating dynamically with users and stakeholders across functions and regions. This is to improve Efficiency / Performance for top 50% call enquiry type and service requests management by 10% (cycle time).
- Connects digital servicing channels (IVR, I.Serve, Chatbot) to provide enhanced end-to-end case management that is system-driven and enables updating of service requests for IVR-to-Chatbot instant fulfilment. Through this discovery, opportunities are identified via this gateway for more Intelligent Process Automation (IPA) convergence initiatives via digital channels.
- Nominated as part of DBS High Potential (HIPO) Talent Programme 2019 and 2020. DBS identifies individuals as HIPOs based on a 3P framework i.e. Performance, PRIDE and Potential, who have consistently demonstrated a high level of performance with runway and aspiration to take on increasingly higher levels of responsibility in DBS.

Aug 2016 -
Sep 2019

Associate | Generalist, Business Management Support

[Institutional Banking Group Operations (IBGO), Reg Risk & Finance Management, People Agenda]

- Strategized CARE@IBGO++ employee engagement framework and executed initiatives within the scopes of Connect, Adapt, Reward and Engage, which contributed to IBGO's My Voice 2019 Engagement Score of 86%, higher than bank-wide and Group Technology & Operations (T&O) scores.
- Planned and managed Future Ready Workforce (FRW) Employee Journey as part of organizational and mindset shift for IBGO's digital transformation. Achieved Gold Award for the LinkedIn - Best Learning (Most Effective), T&O GANDALF Awards, while driving more learning initiatives.
- Appointed as the Learning Coordinator for Reg IBGO to train and provide consultation on course creation, as well as conducted quality checks on course contents.



PORSCHE

Porsche Asia Pacific, Singapore

Marketing & PR Assistant Manager

Jul 2014 -
Dec 2014

- Led a new prospecting project for new customers targeting the super-rich segment in Singapore to introduce Porsche Driving Experience. Achieved 6 prospects after 2 months of project execution.
- Organized launches and marketing events to promote brand awareness and sales partnerships.
- Managed media monitoring, and interactions with automotive/lifestyle publications for coverage on events, car launches, product info and specs.



LUXASIA
AVEDA

Luxasia, Singapore

Marketing & Communications Intern

May 2014
- Jul 2014

- Conducted market research and studies via Aveda Experience Centres, analysed competitors' marketing, pricing strategies as well as data from the central customer database to increase sales volume.



NATIONAL SERVICE

Singapore Civil Defence Force, Singapore

Bukit Batok Fire Station, Deputy Commander Fire Station (ORNS)

Sep 2017 - Present

- Schedule In-Camp training frames for about 330 ORNSmen and deferment matters

Training Management Officer, NSF Lieutenant

Sep 2011 - Jul 2012

- Managed and enforced training regulations for recruits in National Service Training Institute (NSTI) and training conducted by the Physical Training Centre
- Achieved 'A'-grade for the annual audit by HQ for all documentation and training
- Led several camp projects and future planning of NSTI's training structure



CO-CURRICULAR ACTIVITIES/COMMUNITY INVOLVEMENT ACTIVITIES

DBS People of Purpose (PoP)

Member

- Participated in various volunteer programmes such as Virtual Befriending sessions with the LB seniors 2020
- Organized and participated in volunteer programmes for IBGO, partnering with Lions Befrienders (LB) Seniors Activity Centre (Mei Ling St) 2017-2019

Hall of Residence 1 Dance Team, Unific

Co-Captain

Sep 2013 - Sep 2014

- Enhanced dancer's performance skills and teamwork between the new and current members
- Set and achieved a uniform goal for the team to compete in the biggest inter-hall dance competition, Hall Olympiad Closing Ceremony (HOCC), and won as first runner-up

NTU Modern Jazz (MJ) Hip Hop Dance

Vice-Chairperson

Sep 2013 - Sep 2014

- Led the club to achieve higher-level performance skills while gaining presence in the local dance industry
- Set and achieved attainable vision, mission and goals for the club while building fervent bonds among new and current members



ACHIEVEMENTS AND AWARDS

- DBS T&O Chapter Champion as UI / UX lead for IBG I.Serve, awarded by DBS T&O 2020
- DBS High Potential (HIPO) Talent Programme 2019-2020 & 2020-2021, awarded bank-wide 2019 - 2020
- Gold Award for the LinkedIn - Best Learning (Most Effective), T&O GANDALF Awards by DBS T&O 2018
- Spot Awards Q4 2017, Q4 2018 & Q4 2019, awarded bank-wide 2017 - 2019
- PRIDE! Star Q4 2017, awarded bank-wide 2017

The Most Vigilant Marketing Strategist

- Upon completion of the module, Marketing Strategy 2015

Diploma in Integrated Facilities Design and Management with Merit

- Top for Diploma in Integrated Facilities Design and Management at Temasek Polytechnic 2010

The Network Hub Prize

- Awarded for being the best student of the subject 'Space Planning' 2010

Trent Global/Heriot Watt University Scholarship Award 2009

2009

Director's List Award AY2007/2008 & AY2008/2009

2008 - 2009

- Top for Diploma in Integrated Facilities Design and Management at Temasek Polytechnic



SKILLS/COMPETENCIES AND INTERESTS

- UI/UX Design (mobile)** : NICE – Mobile User Experience Design (SF) certified by Institute of Systems Science, NUS
- UI/UX Design (desktop)** : On-the-job training for project development, using Figma, Sketch, Invision, Adobe XD
- GIF animations** : Adobe Animate
- Data Storytelling** : Data Storyteller certified by DataSeer
- Microsoft Office365** : PowerPoint, Excel, Word, Outlook, OneDrive, Teams, Yammer, Sites (SharePoint)
- Articulate360** : Course creation via Storyline 360, Studio 360 & Rise, and video editing via Replay 360
- Language Proficiencies** : English (Advanced), Malay (Advanced), Bahasa (High), Mandarin (Basic spoken only)
- Interests** : Networking and connecting with people, self-development, travelling, discovering and venturing new cultures and places, working out at the gym, reading, performance arts, drawing, any forms of art and creativity