



Farrah Fazirah

UX and UI Design

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Experience

Senior Product Designer / Glints

July 2021 — March 2023

I make complex business tasks intuitive and manageable for our Glints recruiters. I have worked on:

- Superpowered: an internal software that productizes the recruiter workflow.
- Supersource: an AI tool that recommends top candidates to our recruiters.
- Superhunter: a candidate-sourcing platform for recruiters.

I also helped build a design practice for our fast-growing product team whilst guiding the design strategy for projects.

Other initiatives I led:

- Built a user feedback loop system to capture, organise and analyse product feedback to make informed product decisions.
- Built a design system based on Material UI for the design and development to achieve higher efficiency, consistency and scalability
- Created an internal feature testers list to easily access a pool of users to test our features with.

Product Designer / empathyin.design

March 2020 — Present

I'm an independent product designer working with friends and clients to build meaningful products with great interfaces. I have a wide range of experience across different industries — from blockchain & e-commerce to non-profit.

UI/UX Designer / WWF Singapore

November 2019 — January 2021

I collaborated closely with project managers, copywriters and developers to design and execute nationwide campaigns. I facilitated workshops and brainstorming sessions within cross-functional teams.

Product Designer / AlphaWallet

July 2018 — July 2019

I worked closely with a team of blockchain developers to design & develop a cryptocurrency wallet for users and businesses. I designed both consumer and developer products, and managed AlphaWallet's design system across iOS, Android and web.

Visual Designer / Neel Pte. Ltd.

June 2015 — February 2017

I oversaw the whole e-commerce operations of the B2C aspects. I led the design process from inception, visual design & branding to marketing & logistics.

Skills

Tools

- Figma
- Protopie
- Useberry

Development

- HTML / CSS
- Javascript
- SASS, Gulp
- Git

Research

- Workshop facilitation
- Surveys
- User Personas
- User Interviews
- Competitor Analysis
- Journey Mapping
- Storyboarding

Testing

- Remote testing
- Guerilla testing
- A/B testing and analysis

Education

Orita Sinclair

Diploma in Interaction Design
2020 — 2021
GPA 3.5 / 4