Nazreen Hanim.

UI/UX Developer

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Blending artistic vision with innovative solution

It has been **4 years** since I started delivering my skill set and versatile services professionally. Along these journey, **collaborating with various teams and projects** has shaped my approach and broadened my perspective. These days, I focused on building **design systems** which combine technical needs with artistic vision that **improve development process** and user experience. I believe in **merging creativity with functionality** to deliver the best solutions.

SKILLS

UI/UX + Prototyping
Design System
Front End Development

TOOLS AND TECHNOLOGIES

Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator
NativeBase, Bootstrap, Tailwind CSS
React Native, Gatsby JS, Angular, JavaScript, HTML, CSS

WORK EXPERIENCE

Platform Development Specialist @ CelcomDigi

January 2023 - Present

Introduced technical design system for B2C and on-going projects, with hands-on contribution to the ideation and front-end development. Also actively collaborate with the developers and UI/UX team.

- Leading the implementation of design system configured from NativeBase for **Next-Gen Consumer** application, which significantly speed up the UI and component development process.
- Introduced Bootstrap to developers for a more comprehensive UI revamp, transitioning from their previous use of Webflow for **CelcomDigi support** website.
- Contributed to the end-to-end process for **Pryce**, starting from initial UI/UX ideation, prototype testing to project development.

HIPA (DRIVE) Developer @ Celcom

January 2021 - December 2022

Involved with the end-to-end process for multiple B2C and internal projects, starting from UI/UX exploration, front-end development and on-going maintenance to ensure seamless integration and alignment throughout the projects' lifecycle.

- Responsible for the UI development of **Pulse** while actively collaborating with both product designers and developers in assisting UI related ad-hoc tasks and issues.
- Mainly involved with the ideation of UI/UX design process that translate into a working prototype for **Onboardme** and **We@Celcom**. Contributed to the grooming session, development and maintenance of major sprints.
- Involved in the full lifecycle for **Prisma** production, beginning with UI/UX ideation and prototype development, conducting user experience research, extending through project development and maintenance.

Web and Graphic Designer @ MNC Wireless

December 2019 - January 2021

Contributed to the UI/UX design and digital branding for clients and subsidiary companies. Also hands-on in Wordpress UI development and CMS utilization.

- Responsible for interface design exploration, crafting digital designs tailored to clients' needs, capturing and displaying their identities through visual representation.
- Creating visuals which include branding, seasonal greeting and minor animation for both internal and subsidiary companies.

Internship Trainee @ PETRONAS

February 2019 - July 2019

Played a role in multimedia design and presentation for internal campaigns, while actively collaborated in event management, and assisted in deck preparation.

EDUCATION BACKGROUND

Bachelor of Computer Science (Hons.) Multimedia Computing

UiTM (2016 - 2019)

Diploma of Computer Science

UiTM (2014 - 2016)

OTHER INTERESTS

Artistic	Passionate about **abstract graphic** design and coding on **Codepen**
Cinematography	Getting eclectic inspiration from **Wes Anderson movies** and the **Potterworld**
Casual Gaming	Enjoy building virtual world on **Animal Crossing** and **The Sims**

REFERENCES

Sabri Maslan	sabri.maslan@celcomdigi.com +60 132773880
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