



Ahmad Nurhadi

UX Designer

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Profile

An ever-enthusiastic learner that is always eager to learn new skills and heighten self-development. Self-initiative and independent to work towards goals.

Fully committed to designing and developing innovative web-app that is able to enhance user's interactions.

Technical Skills

- HTML5
- CSS3
- JavaScript
- VueJs
- Python
- Git
- Google Analytics
- Google Optimize
- Adobe Illustrator
- Adobe XD
- Adobe Photoshop
- Figma

Other Skills

- Proficient with Microsoft Office
- Fluent in English & Malay Language (Written & Spoken)
- Basic in Arabic (Written & Spoken)

Experience

UX/UI Developer

Feb'18-Jan'19

GuavaPass

- Developed and implemented user acquisition funnel flows for every marketing campaign.
- Translated UX wireframes and mockups into mobile responsive, interactive features, using HTML5, CSS3 & JS.
- Optimize conversion by 53% through a/b test conducted using Google Optimize
- Growing subscription base from 2.6% conversion rate to 6% conversion rate
- Revamped and developed the homepage UI with 163,000+ unique visitors per month
- Developed landing page templates with rapid turn around rate to meet multiple marketing campaigns' deadlines

Freelance Front-End/Wordpress Developer

Jul'17-Feb'18

- Develop Wordpress Websites for Small Businesses and Freelancers
- Meeting Client & understanding their needs and the feasibility of the project.
- Work with UX designer to create a website according to the client's needs
- Modify the current wordpress themes using HTML5/CSS3/JS
- Planning and Setting up the most cost-efficient hosting and domain plan based on client's requirements

Education

MEng in Innovation by Design (HCI Research)

2019-2021

SINGAPORE UNIVERSITY OF TECHNOLOGY & DESIGN

BA in Aviation Business (Magna Cum Laude)

2013-2015

EMBRY RIDDLE AERONAUTICAL UNIVERSITY

Interests

- Software Development
- Behavioural Science
- Interactive Data Visualization
- Geometric Art
- Solo travelling & exploring new cultures
- Teaching and developing underprivileged students
- Entrepreneurship
- Agriculture