

# Hadu Muhsin

## UX | Product Design

hadimuhsin.com

+65 9679 0052

hadimuhsin.md@gmail.com

linkedin.com/in/hadimuhsin

## Skills

### UX Methods

User Research

Competitive Analysis

Information Architecture

Customer Journey Mapping

Wireframing

Prototyping

User Interface Design

Usability Testing

### Tools

Figma

Sketch

InVision

Zeplin

Botsociety

Adobe CC

G Suite

Microsoft Office

### Development

HTML

CSS

## Organisation

**better.sg, UX Design Volunteer** 

November 2020 – present

Singapore

## Award

**Anugerah MENDAKI Award,**

Yayasan MENDAKI

September 2014

## Profile

Curious, methodical and responsible user experience (UX) designer with 2 years of experience. Core competencies include product, agile development process, design research and graphic design. Seeking to work in a great team to make a difference and continue evolving as a UX Designer.

## Professional Experience

**Product Designer, Ninja Van** 

February 2020 – present | Singapore

- Collectively streamlined and improved agile development process across product and engineering teams.
- Planned and conducted user research across 6 Southeast Asia markets and generated actionable insights to improve user experience.
- Defined user personas and mapped flowcharts and customer journey maps that are used across teams.
- Developed prototypes and designed interfaces for external products such as Ninja Dashboard and NinjaChat.
- Validated designs through usability testing.
- Designed and standardised Design System documentation.

**Design Assistant, Innosparks Pte Ltd, an ST Engineering Lab** 

July 2018 – September 2018 | Singapore

- Prototyped a high-fidelity mobile app for Smart Wheelchair.
- Designed 2 graphic adaptations of print and digital collaterals for products such as AIR+ Kids.

**Graphic Designer, Denstu Singapore** 

March 2017 – August 2017 | Singapore

- Conceptualised and designed advertising campaigns for local and multinational brands (Canon, National Library Board, Sentosa, Subway and Toyota).
- Developed 3 visual assets for pitches with different teams.

**Creative Intern, Young & Rubicam Singapore**

October 2016 – January 2017 | Singapore

- Applied learning in conceptualising and designing advertising campaigns for local and multinational brands (Caltex, M1, Popeyes, Robinsons and Workforce Singapore).

## Education

**User Experience Design Immersive Programme Graduate,**  
*General Assembly* 

October 2019 – December 2019 | Singapore

- Applied learning in user experience (UX) research and design.
- Developed and designed 5 projects ranging from mobile apps to service design with different teams.

**Bachelor of Arts in Communication Design, 2nd Upper Class Honours,**  
*Singapore Institute of Technology* 

September 2017 – June 2019 | Singapore

- Conducted design research on Singapore's Park Connector Network (PCN) wayfinding and developed branding and wayfinding design guidelines.

**Diploma in Visual Communication and Media Design (with Merit),**  
*Singapore Polytechnic* 

April 2011 – May 2014 | Singapore

- Chairperson for SP Design School's graduation show, Edition 14.8
- Director's Honours List Academic Year 2011/2012