

# Nurfaiz Foat —

Product Designer / Owner

## EDUCATION

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### Sijil Pelajaran Malaysia (SPM) / O-Level

Malay College Kuala Kangsar

2003 - 2007

### Dip. in Eng. Civil (Construction)

UiTM Arau

2008 - 2011

### B. Eng. Civil (Environmental)

UiTM Malaysia

2011 - 2014

## SKILLS

- User Research & Use Case Studies
- Project Management - Agile/Scrum
- Lean/MVP Canvas Exercises
- UI/UX, Web and Mobile App Design
- HTML, CSS & JS
- Graphic Marketing Design
- Adobe Suites
- Wireframing & Prototyping
- Figma, InVision, Sketch
- Developer Handoff

## EXPERIENCE

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### Lelong.my

Full-time

Creative UI/UX Executive

May 2014 - May 2015

*Led design initiatives for Lelong.my Mobile Apps & LMall Web App*

- Spearheaded UX research and UI design efforts, resulting in the Lelong.my Mobile Apps ranking among the top 3 in both Google Play Store and App Store.
- Collaborated closely with cross-functional teams to materialize design concepts, ensuring seamless integration and user-centric solutions.
- Contributed to bug fixes, updates, and routine maintenance, enhancing the overall user experience and stability of the applications.
- Successfully improved the conversion rate among Mobile App users by approximately 10%, demonstrating the impact of strategic design decisions on business outcomes.

## ACTIVISM & RECOGNITIONS

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### Visual Design Using Sketch

Malaysian Global Innovation & Creativity

Centre (MaGIC) Academy Instructor

August 2015

### Forum: Accelerating Your Career in Startup

MaGIC Academy Panel

September 2015

### Driving User Onboarding through an Impactful UX

MaGIC Academy Facilitator

May 2016

### JomLaunch 5 : NEOMON Baby Monitor

Presenter (Won 1st Place - Best Project)

September 2017

### COVID19 : 3D Printing to the Rescue Collective

Founder and Facilitator

March 2020

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## EXPERIENCE

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### Supahands

Full-time

Lead Product Designer

May 2015 - May 2017

#### *Pivotal Role at Supahands:*

- As the 5th employee and founding Product Designer, played a critical role in shaping Supahands' trajectory.
- Spearheaded design and UX for the Workplace SaaS platform, empowering Project Managers, Clients, and SupaAgents with KPI metrics, scheduling, and invoicing.
- Conceptualized and designed the B2C product from scratch, laying the foundation for Supahands' initial success.
- Initiated the creation of the B2B dashboard, which became a key differentiator in the market.
- Built the in-house Creative Team, fostering a culture of autonomy and continuous skill development.

#### *Foundational Impact:*

- My strategic vision and design expertise were instrumental in building the in-house Creative Team.
- Although I transitioned out of Supahands in 2017, my foundational work left an enduring impact.
- Supahands was later acquired by Omnilytics in 2021 for USD\$20 million, a testament to the robust and scalable solutions I helped create.

#### *Legacy of Success:*

- The acquisition underscores the significant value and market relevance of the products I designed.
- Highlights my ability to drive innovation and growth in a startup environment.

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### Maxis - ookyo (MVNO)

Full-time

Lead UI/UX Designer

May 2017 - April 2018

Maxis Ookyo, a digital-only internet plan at RM30/month, tailored for Malaysian digital natives. Led design, UX, and marketing initiatives. Features include user profile, online payment, and real-time bandwidth tracking.

- A project of developing a MVNO Telco from ground up, managed to ship it to customers in just 9 months.
- The uniqueness of the design was well-received by customers, mentioned several times in local news outlets and tech blogs (refer to my case study for Ookyo).

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## EXPERIENCE

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### INVOKE Malaysia

*Contract*

Chief Project Officer

*April 2018 - November 2018*

*Prior to the Malaysian General Election of 2018 (GE14), I organized campaign planning, media buying, and execution (ATL, BTL, and OTL). Following GE14, I supported the company in restructuring its digital product verticals, talent hiring, and monthly work planning.*

#### **Campaign Logistics Strategy:**

- *Planned, managed, and executed the logistics strategy for PKR's (Parti KeADILan Rakyat) campaign materials on behalf of INVOKE Malaysia.*
- *Ensured the availability of campaign materials for all 40+ parliamentary seats and state assembly districts in Peninsular Malaysia by Election Day 2018.*

#### **Digital Product Development:**

- *Developed the initial concept for INVOKE's commercialization digital products, including Adnexio, Meniaga, and Harga Barang.*
- *Defined scrum objectives and goals for different teams and workstreams.*

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### Jewel DV Sdn. Bhd. (ASNB Subsidiary)

*Contract*

Product Design Consultant

*July 2019 - September 2019*

*Contracted as a Consultant for the Digital Arm of ASNB*

#### **Robo-Investor Development:**

- *Explored the Proof of Concept (PoC) and possibilities of creating a robo-investor codenamed SAVR for ASNB Investment products.*
- *The project later resulted in the release of ASNB RIA.*

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## EXPERIENCE

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### Maideasy

Full-time

Head of Product

October 2019 - April 2020

*During my brief time at Maideasy before the pandemic, I helped streamline their product verticals and processes. Specifically, I achieved the following:*

#### **Email Marketing Campaign Strategy:**

- *Restructured the existing email marketing campaign strategy.*

#### **Live Metric Dashboard:**

- *Re-established a live metric dashboard using key data points accessed through API hooks and integrated with Google Sheets.*

#### **Product Strategy Adjustment:**

- *Reanalyzed and adjusted the high-demand and low-demand product strategy resulted in even-out weekly resources.*
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### MR. UMPAN

Self-employed

Product Owner

May 2020 - Present

*MR. UMPAN, my own venture launched during the COVID-19 pandemic, is a small yet ambitious homegrown tackle brand dedicated to making fishing accessible and enjoyable for everyone.*

#### **Full Retail B2C Fishing Tackle Business:**

- *Operates as a full retail B2C fishing tackle business, providing locally-made fishing bait, hook sharpeners, and fishing reel grease to passionate anglers.*

#### **eCommerce Business:**

- *Currently running in auto mode, generating a semi-passive income for my livelihood.*
- *Bootstrapped since its inception, MR. UMPAN has successfully reached break-even and is poised for expansion when the opportunity arises.*

*Résumé*

**Nurfaiz Foat —**

Senior Product Designer

Use the URL below to access my past works in the form of use case studies.

<https://nurfaizfoat.com>

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