

# 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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### Duta - Ulu Klang Expressway (DUKE)

Internship

Trainee Engineer

August 2013 - October 2013

*I was a trainee engineer fulfilling my compulsory end-of-year assessment before completing my Bachelor's degree.*

### Lelong.my

Full-time

Creative UI/UX Executive

May 2014 - May 2015

*Led design initiatives for Lelong.my Mobile Apps (05/2014 - 12/2014) & LMall (12/2014 - 05/2015). Conducted UX research, crafted UI, and collaborated with teams for materializing designs. Contributed to bug fixes, updates, and routine maintenance.*

## 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

Led design & UX for Supahands Workplace SaaS platform, empowering Project Managers, Clients & SupaAgents with KPI metrics, scheduling, invoicing, etc. Initiated hiring & growth for the Creative Team, fostering autonomy & skill development.

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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.

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### INVOKE Malaysia

Contract

Chief Project Officer

April 2018 - November 2018

Managed campaign logistics for PKR pre-GE14. Post-GE14, drove digital product restructuring & talent acquisition. Key in logistics & product concepts for INVOKE Malaysia (Adnexio, Meniaga & Harga Barang). Established scrum objectives for teams.

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

Contract

Product Design Consultant

July 2019 - September 2019

I was contracted there as a consultant for the digital arm of ASNB. The team explored the PoC and possibilities of creating a robo-investor codenamed SAVR for ASNB Investment products.

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### Maideasy

Full-time

Head of Product

October 2019 - April 2020

During my time at Maideasy pre-pandemic, I optimized product verticals and processes: revamped email campaigns, set up live metric dashboard, and refined product strategy for demand.

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### MR. UMPAN

Self-employed

Product Owner

May 2020 - Present

MR. UMPAN, my pandemic-born venture, democratizes fishing with local tackle. As a bootstrapped B2C e-commerce, it sustains semi-passive income, now at break-even, ready for future growth.

*Resume*

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Product Designer

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