



Hello, I am Rudzainy Rahman 

I do UI/UX stuff.

Sometimes I do frontend dev stuff & theatre stuff.
Also into photography, climbing, riding, gliding & shield surfing 😊

This is my

PORTFOLIO HIGHLIGHTS



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2022

Flip Down Number & Characters



Technology Stack

Figma

Figma Community

[Open in Figma Community](#)

While designing a flight booking app, I needed to find resources for flipboards similar to the ones used in airports. The only one I could find only had flip-down numbers, so I decided to create my own.

I started by adding alphabet characters and a few other symbols to the existing flipboard design. I used the same font family as the numbers too maintain design consistency. Once I was satisfied with the results, I republished the flipboard and made it available to other designers.





2013 → 2019 Hoojah

A platform for Malaysians to engage in structured objective discussions online.

The Inefficiency of Online Discussion Platforms

Today Malaysians go to social media platforms and online forums to discuss things that matter to them. It's hard to keep track of a specific topic on social media platforms because different group of people discuss the same topics separately, hence failed to provide structural opinions and results. While online forum still uses old layout.

Subjective discussions make it hard for people to make decisions and eventually become noises. People need to process those discussions before coming up with a point. Open polls is an objective question that could deter the users to discuss the topic subjectively.

And the open poll mechanism, while is created by the discussion initiator and answers are provided to respondents has limited options and could create frustration to the respondents if the answers are not based on their opinion.

Having high engagement in the topics doesn't mean you're getting a lot out of it. Numbers of engagement could be self-explanatory therefore, the outcome of the discussion is subjective.

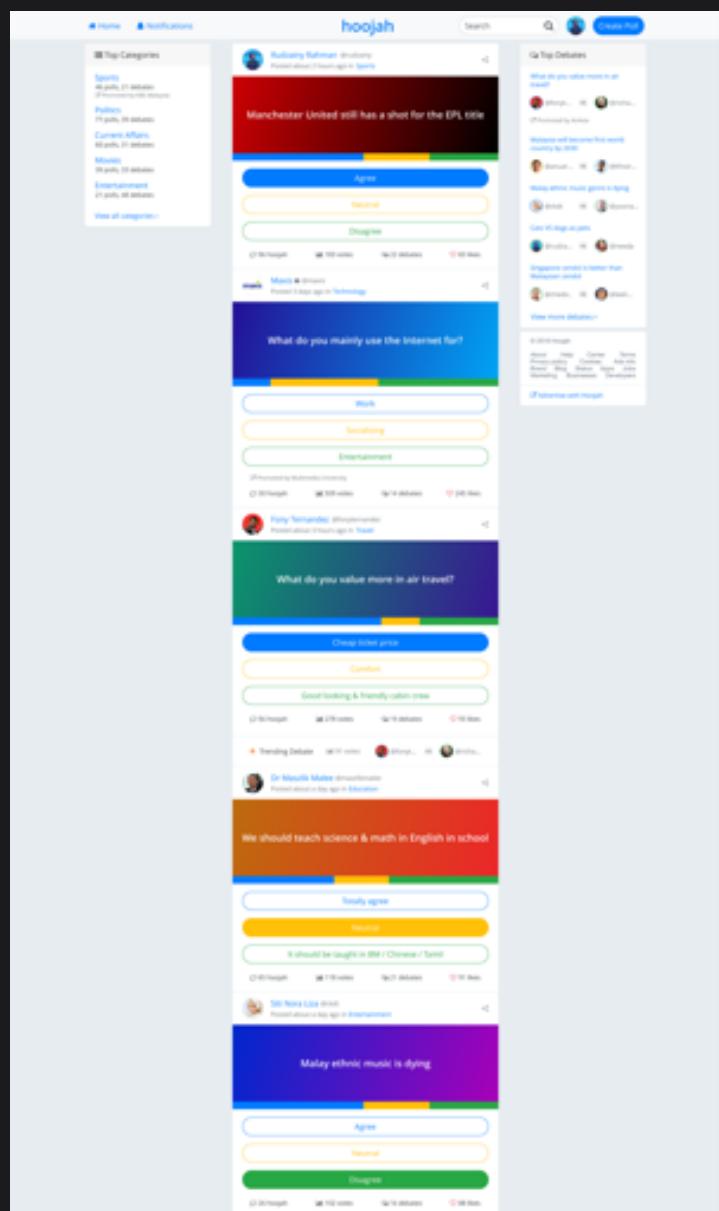
These platforms rarely filter out their users, so a user can register multiple accounts and manipulate the discussion.

Responsibilities

Research, design & develop.

Technology Stack

HTML, SCSS, Adobe XD, Ruby on Rails, ReactJS, Discourse, Docker



Home page showing timeline view of recently updated polls. Desktop users would be able to see additional information in the left and right sidebars.



Hoojah's Objective

1. To become a platform for Malaysians to have structured objective discussions online. Every new arguments posted will be tied to a poll which only has three options: agree, neutral or disagree.
 2. Encourage users to respond to other users' arguments objectively to promote quality discussions. Thus, encourage ethical online discussion.
 3. Create a trustworthy space in the Internet for Malaysians by verifying user's identity and eliminate the noises in online discussion environment.

These platforms rarely filter out their users, so a user can register multiple accounts and manipulate the discussion.

Home Notifications hoojah Search Create Post

What do you value most in air travel?

Fairy Tannander @fairytannander
Posted about 3 hours ago in Travel
@T10 Hospital 461 likes 279 retweets
101 likes 103 retweets
[View post](#)

Cheap ticket price
Comfort
Good looking & friendly cabin crew

Top Debates for this poll

Top 10

- Malaysia Airlines** 2942 likes
Post by [Fairy Tannander](#) • 1 hour ago • [Challenge Malaysia Airlines' hospital](#)
We were voted as the Most Comfortable Airline by World Traveller every single year since 1986 until 2017 - that's 20 years in a row! Therefore this question is a no-brainer for us!
Of this insight is supported by Malaysia Airlines.
161 likes 87 replies [Challenge Malaysia Airlines' hospital](#)
- Jony Technandar** 1096 likes
Post by [Fairy Tannander](#) • 3 hours ago • [Challenge Jony Technandar's hospital](#)
I vote for cheap ticket price. I believe that this enables a lot of people to travel regularly and opens up a ton of opportunities for individuals and businesses to explore other places and markets. Now everyone can fly!
- Richard Grandine** 1036 likes
Post by [Fairy Tannander](#) • 3 hours ago • [Challenge Richard Grandine's hospital](#)
I don't mind paying good money for flights with good looking & friendly cabin crew. The difference between normal vs excellent air travel experience comes down to how the crew makes us feel at home throughout the entire flight.
- Burhanly Rahmehn** 936 likes
Post by [Fairy Tannander](#) • 3 hours ago • [Challenge Burhanly Rahmehn's hospital](#)
Price, then comfort. I don't really care too much about how the cabin crew treat me. As long as they do what's expected of them, then it's fine.
- Yessinata Zarai** 850 likes
Post by [Fairy Tannander](#) • 3 hours ago • [Challenge Yessinata Zarai's hospital](#)
With my busy schedule, I often get my rests in planes. Therefore comfort is a-must!
- Dr Matheude Mohamed** 806 likes
Post by [Fairy Tannander](#) • 3 hours ago • [Challenge Dr Matheude Mohamed's hospital](#)
Saya tukar tali, Murah tali bagus. Kamal rakyat buah peng... apa nama... peng holiday!
- Dr Matheude Mohamed** 760 likes
Post by [Fairy Tannander](#) • 3 hours ago • [Challenge Dr Matheude Mohamed's hospital](#)
Kita dulu tua tsu ni, comfort lah perting. Tak larat dah kula tamu tama dalam flight ni, nanti sakit berkejut lah, sakit tenggorik lah. Bawa tali, orang tua macam ni lah.

Top Categories

Sports 46 posts, 21 debates
Politics 37 posts, 29 debates
Current Affairs 60 posts, 31 debates
Movies 30 posts, 33 debates
Entertainment 27 posts, 48 debates

[View all categories](#)

All Debates

Topic	Posts	Likes	Debates
Airline	10	10	10
Aviation	10	10	10
Business	10	10	10
Car	10	10	10
Finance	10	10	10
Food	10	10	10
Healthcare	10	10	10
Technology	10	10	10
Travel	10	10	10

[View all insights](#)

User profile page showing all participated (and possibly trending or promoted) polls by the user.

Home Notifications

hoojah

Search

Profile

Logout





Rudzalainy Rahman

hoojah Founder

Hoojah Founder. Yes, I founded Hoojah. I think it's been 2012 since I started by the roadside, selling here in Johor.

Entrepreneur, Strategist, [www.rudzalainy.com](#) | Member since September 1999

"With great power, comes great responsibility, and bright colourful tights!"

1 September 2018 | Do you love big & colorful?

24 November 2018 | Malaysia ready to enforce freedom of speech?

28 Nov 2018

9 Posts

15 Photos

7 Videos

86 Shares

Manchester United still has a shot for the EPL title

Would it be beneficial to publish monthly report of their portfolios?

Why did the chicken cross the road?

Do Malaysians care less?

Do you prefer to use an iPhone or an android phone?

Powered by Rudzalainy Rahman (@rudzalainy) 2 weeks ago



Are you actively using a wallet for your daily spending?

Which is the best fast food chicken restaurant in Malaysia?

Who will win PIBGCF?

Public voter should be free

What do you value most in air travel?

Powered by Hong Yamada (@hongyamada) 6 months ago



Cheng Yih price

Customer service

Good looking & friendly sales crew

1 2 3 ... 7 ... 11 12 13 Next

User profile page showing all participated (and possibly trending or promoted) polls by the user.

GitHub Repo

[View in Github](#)

Behance

[View in Behance](#)

YouTube Videos

Pitch: Watch video

Tutorial (EN): [Watch video](#)

Tutorial (BM): [Watch video](#)



The screenshot shows a debate titled "What do you value most in air travel?". Fony Ternandez (16 Hooligans) proposed the debate, while Richard Grandson (16 Hooligans) accepted it. The debate has 278 votes and 19 debates. The main topic is "Cheap ticket price" (yellow bar), followed by "Comfort" (orange bar), and "Good looking & friendly cabin crew" (green bar). The debate duration is 3 days, ending at 12 January 2019, 1:29 PM. 91 people voted throughout the debate, with 53 people changing their votes. The poll results show that 52% voted for "Cheap ticket price" and 34% for "Good looking & friendly cabin crew". The debate ends with a statement from Richard Grandson expressing his appreciation for the challenge and his desire to continue flying exclusively.

The screenshot shows a business tier analytic page for "ShoeBuyMy". It displays a search interface for "Query" and a filter section for "Poll" and "Hooligan". A query titled "ShoeBuyMy" is selected, showing 16 Hooligans. The filters set are "Between these dates" (1/9/1985 to 1/9/2019) and "Prof: Voter's average age is more than 24 and Prof: Voter's average age is less than 50". Below this, a "Search" button is visible. The main content area shows a list of poll questions with their respective statistics and a line chart titled "Age vs Device". The chart tracks the percentage of users using iPhone, iPad, and Android phones over time, with data points from week 1 to week 52. The chart shows a general upward trend for all devices, with iPhone being the most popular device.

A one-on-one debate page (seems to be getting good traction, probably because of the two well known public figure debating... interesting stuff)

Analytic page for business tier users.



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The screenshot shows the Hoojah user profile page for Rudzainy Rahman. At the top, there's a navigation bar with Home, Notifications, Search, and a Create Poll button. Below that is a banner featuring a yellow crescent and star over a Malaysian flag background. The profile section includes a photo, name, bio, and a message from the founder. The main content area displays several posts with titles like "With great power, comes great responsibility, and bright colourful lights!", "Danger of freedom of speech is not just about what a person is saying, it's also how others take in and processes the message.", and "Why did the chicken cross the road?". On the right side, there's a sidebar for badges, showing categories like Sports, Politics, and Technology, each with a small icon and a count of users.

Alternative design of user profile page with badges. The idea for badges came from the need to group user interests together, where a badge could be affiliated with user groups, active categories or user achievements.

This screenshot shows the Hoojah poll creation interface. It features a title input field, three option fields labeled "Option 1" (blue), "Option 2" (orange), and "Option 3" (green), a "Neutral" option, and a "Background color" selector with a preview. A "Create Poll" button is at the bottom. Below the form, a note states: "By creating a new poll, you agree to the Terms of Service and Privacy Policy, including Cookies Use." The footer includes links for About, Brand, Help, Status, Apps, Terms, Jobs, Privacy policy, Cookies, Businesses, and Ads info.

Registered users can create new polls with some options for customization.

This screenshot shows the Hoojah login and sign-up page. It has two main sections: "Log in to Hoojah" on the left with fields for Email and Password, and a "Remember me" checkbox, and a "Log in" button; and "Don't have an account yet? Sign up now!" on the right with fields for Username, Name, Phone number, IC number, and Password confirmation, followed by a "Sign up" button. Both sections include "Forgot your password?" links. The footer is identical to the previous screenshot.

The log in and sign up feature is combined into a single page. Log in takes priority over sign up, therefore on mobile, the sign up form would be pushed down.

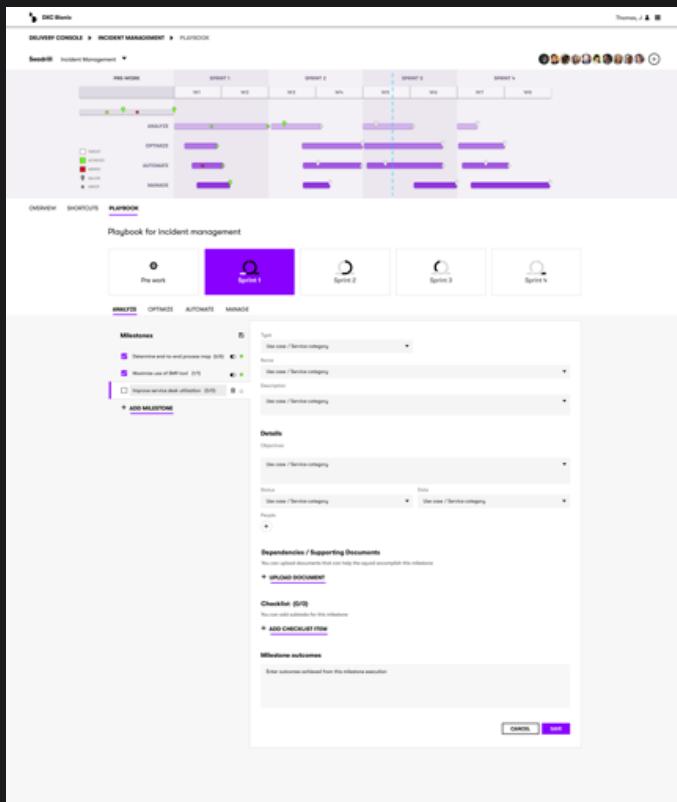
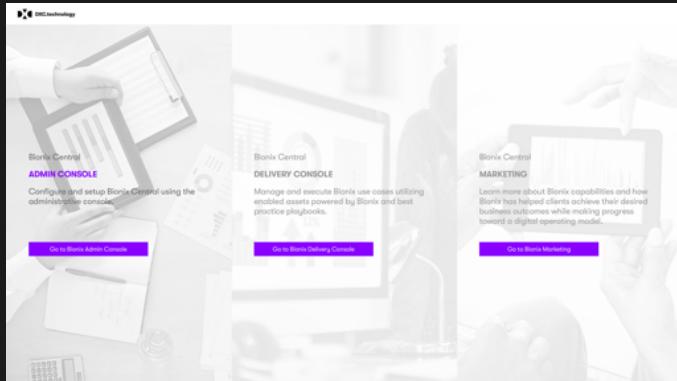
2017 → 2018 DXC Bionix Central

Responsibilities

Research & design

Technology Stack

Invision Studio



The screenshot shows the BPMN Studio interface. At the top, there's a navigation bar with 'Home', 'URU CASE SELECTION', 'SHORTCUTS', 'API PROCESS DISCOVERY', and 'SendBPMN Incident Management'. Below this is a timeline view with several horizontal bars representing different processes. Underneath is a 'Process Flow' section titled 'API Process Discovery / Analyze' with a large BPMN diagram showing various activities like 'Process', 'Multiple Documents', and 'Process Step'. To the left of the diagram is a sidebar with 'My Process Flow' and 'Top Related Processes'. At the bottom, there are sections for 'Related use cases' (Email, Print, File) and 'Key Features'.

This screenshot displays two separate incident management dashboards. The top dashboard has tabs for 'Incident Overview' and 'Incident Details'. It includes a timeline at the top and a central area with a 'Multiple Documents' icon. The bottom dashboard also has tabs for 'Incident Overview' and 'Incident Details', featuring a similar layout with a timeline and document-related icons.

The screenshot shows the DCME software interface. It features a large purple circular graphic on the left with the text 'Reducing Incidents' and '30%' below it. A sub-section titled 'Elimination of Incidents Through a Combination of Process Redesign and Automation Opportunities.' follows. On the right, there's a 'Automation Opportunities' section with four cards: 'No Redesign Req.', 'Minimal POC Req.', 'Some Req.', and 'High Req.'. Below this is a 'Reduced Incidents - Process and Automation Opportunities' section with three cards: 'KPI (multiple system) process req.', 'KPI on Single System Level', and 'File numbers'.

This screenshot shows the DCME software interface. It includes a 'Design' section with a large purple circle and 'Reducing Incidents' text. Below it is a 'Automation Opportunities' section with four cards. The main part of the screen displays three user profile cards: 'Administrator', 'Analyst', and 'Business User'. Each card contains a brief description of their roles and responsibilities.



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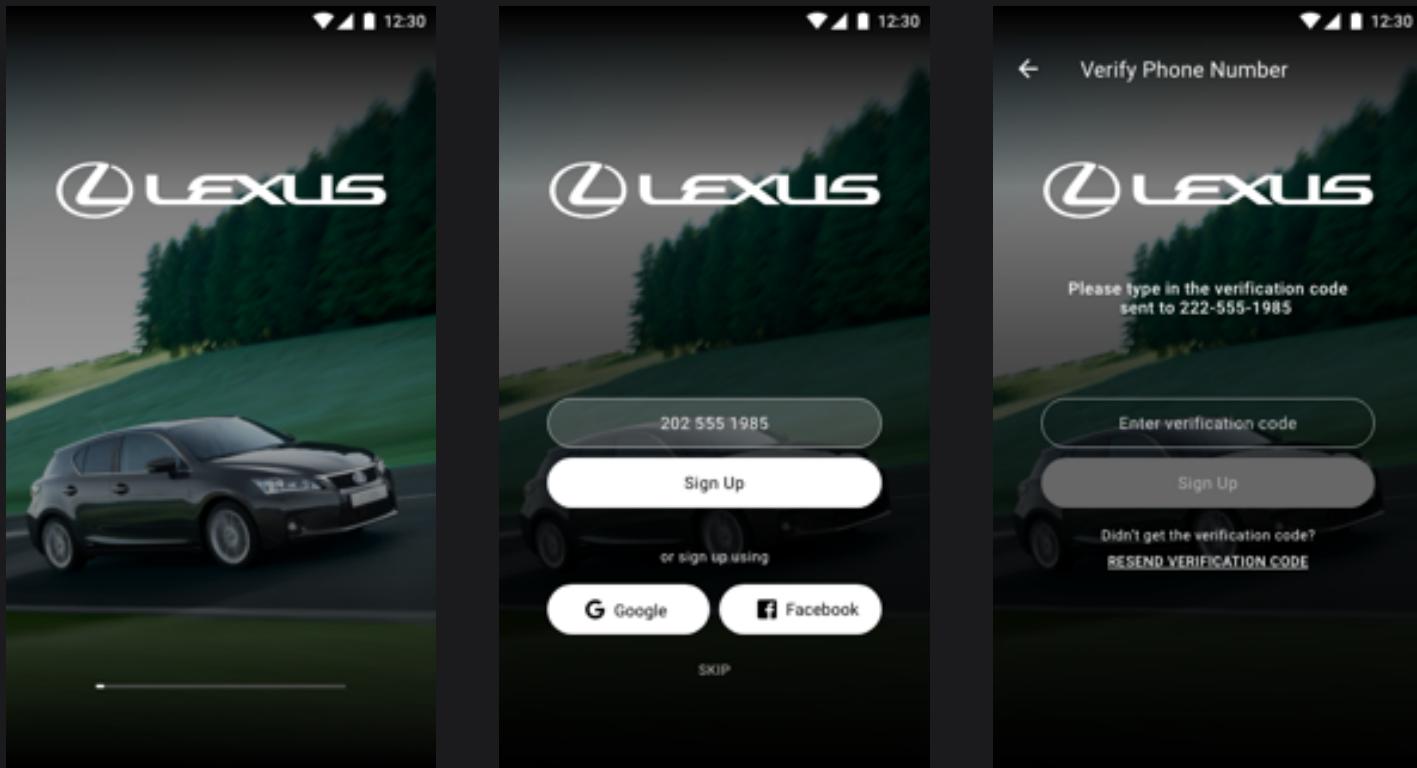
2017 → 2018 AAA Lexus Road Assist Mobile App

Responsibilities

Research & design

Technology Stack

Invision Studio

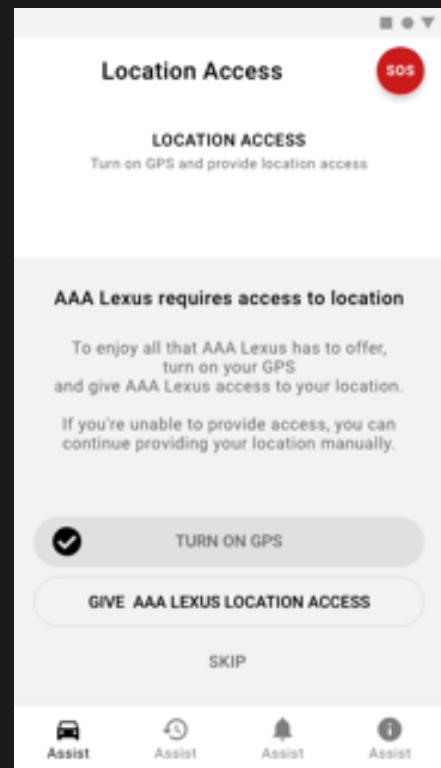
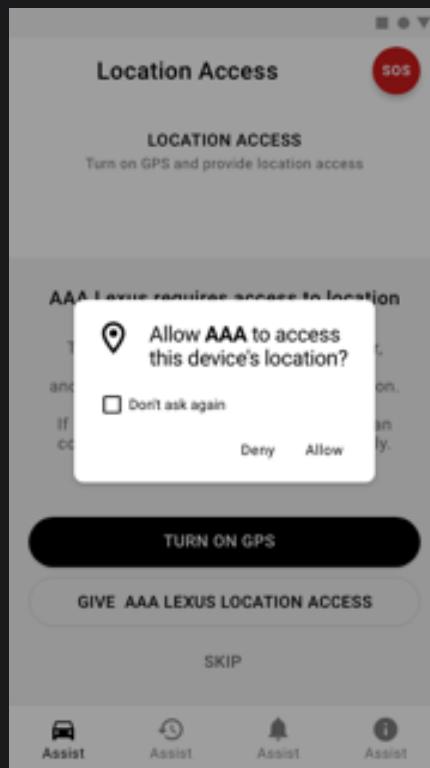
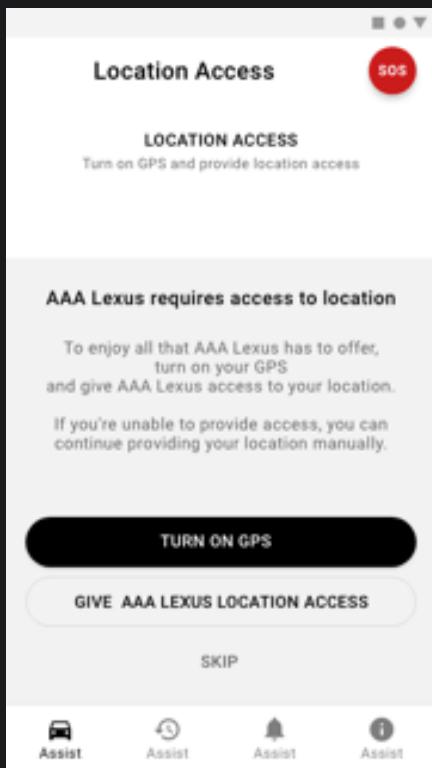
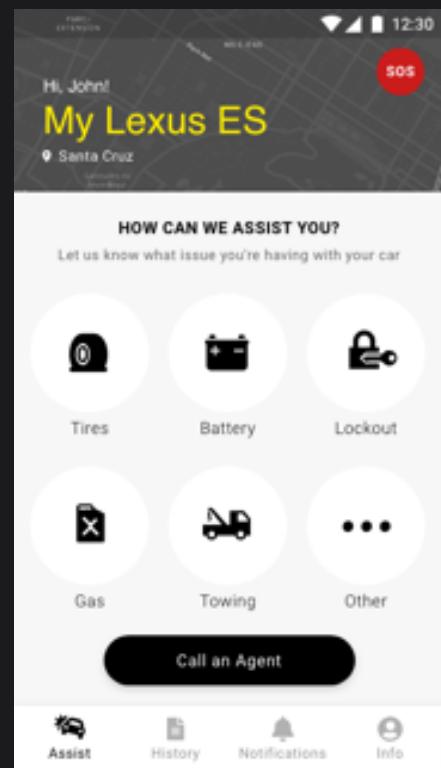
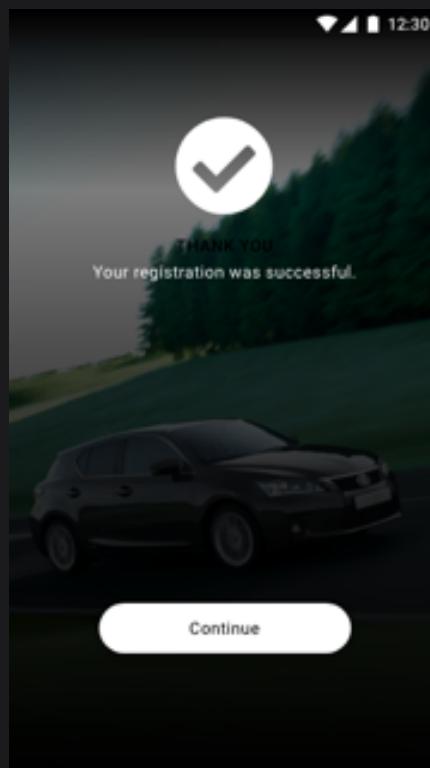
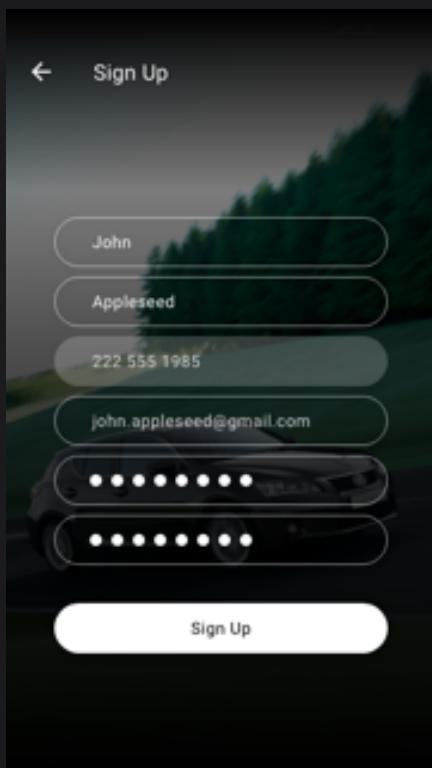




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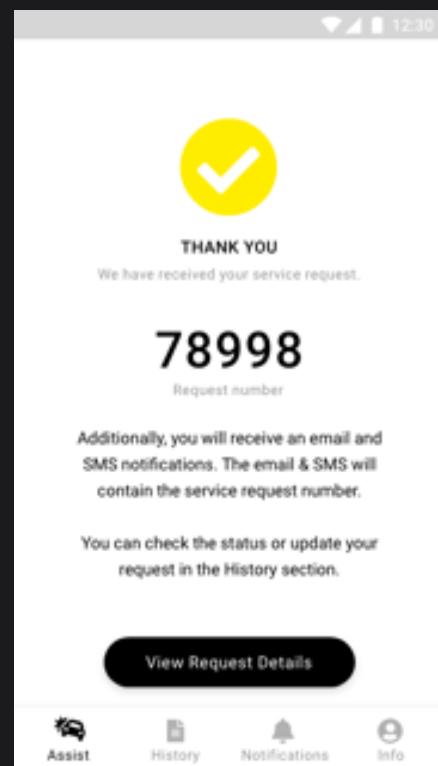
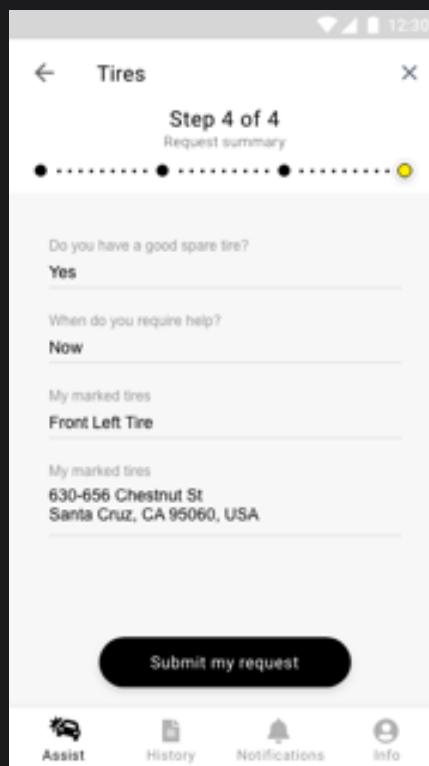
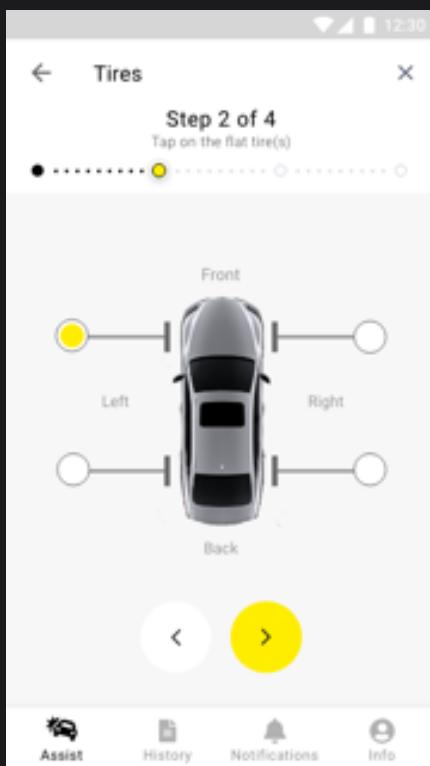
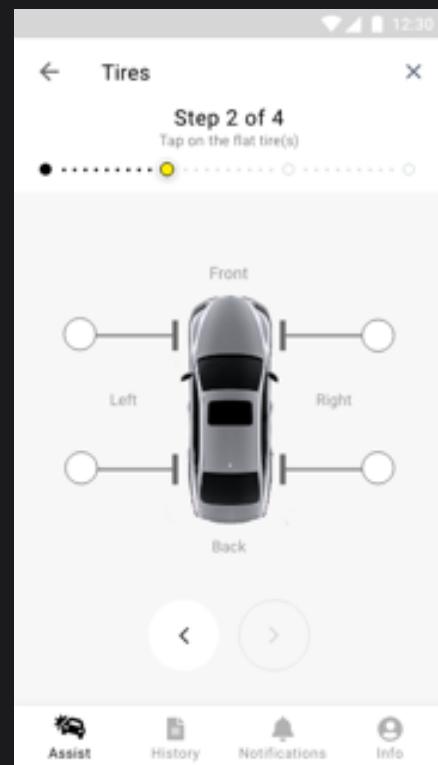
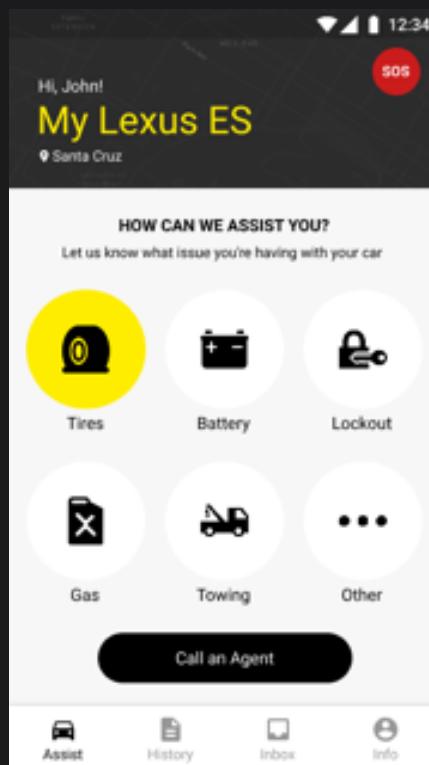
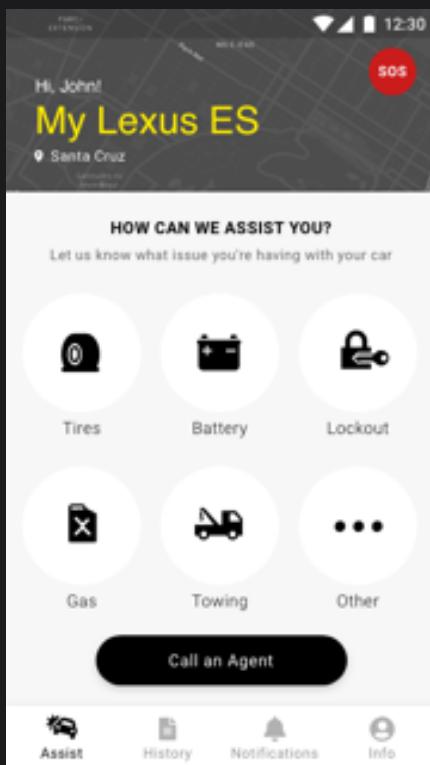




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Terima kasih 

(Thank you!)