



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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## 2024 → Present Day Food Catalogue

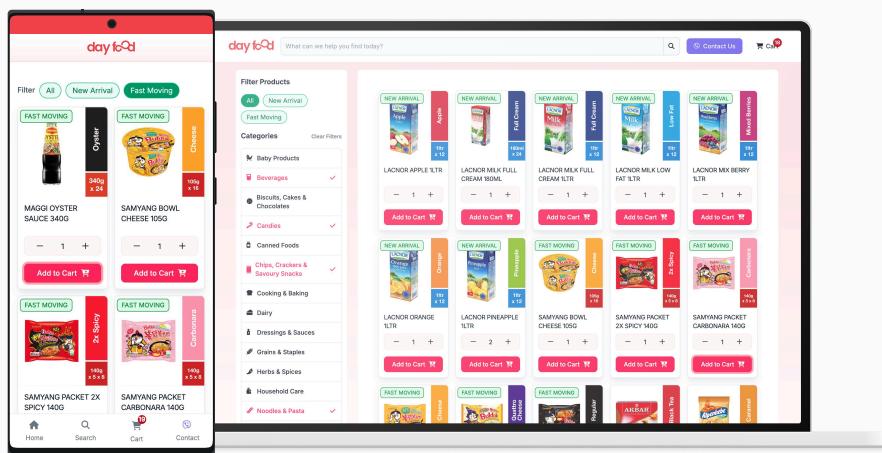
A Ruby on Rails product catalogue application that synchronizes with Odoo ERP system. This application provides a modern web interface for customers to browse, search and order products from Day Food.

### Responsibilities

Project management, research, design & develop.

### Technology Stack

HTML, CSS, Figma, Ruby on Rails



### UI & UX Processes

#### Requirements Gathering

Met with Day Food's founder to identify customer pain points with product browsing, search difficulties, and mobile experience gaps.

#### UI & UX Design Process Mapping

Created quick wireframes and prototypes focusing on intuitive navigation, search functionality, and responsive layouts for better shopping experience.

#### Design System & Components

Developed interface with continuous anonymous user feedback, iteratively refining visual elements and user flows before final implementation.

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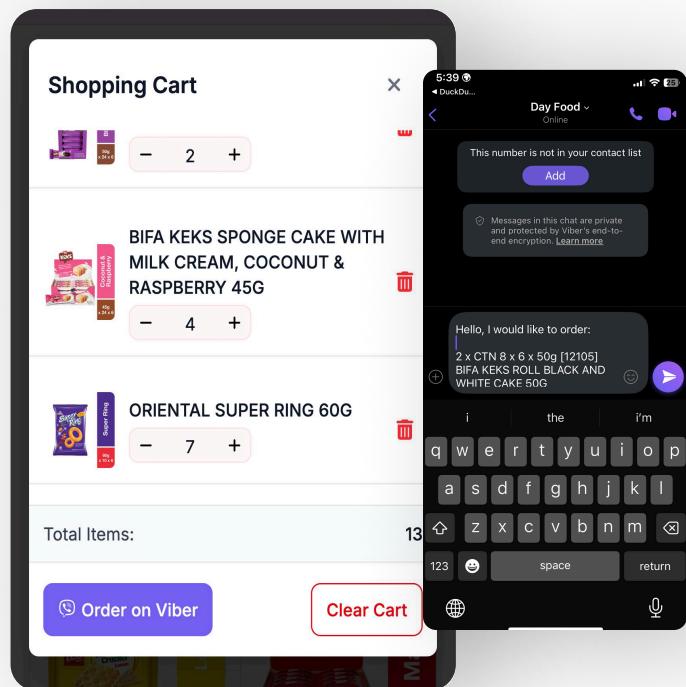
## Unique Requirement: Checkout to Viber

Discovered customers needed a streamlined way to place bulk orders directly through Viber, their preferred messaging platform.

We designed the checkout process to end with orders copied directly into Viber message addressed to Day Food's hotline. Customers only need to tap the send button!

This solution has the added benefit of zero onboarding requirement for customers to place

The catalogue currently does not include product pricing. In version 2, we have planned for the catalogue to support product variations and unit of measure, which will expand checkout to include actual total price.



Instead of payment flow, customer checks out to Viber app, and a sales staff verifies the order.



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## Search and Filter

### Search Brands and Products

Customers can type in brand name and/or product name to search for matches.

### Filter Products by Categories

Pre-defined product categories help customers find options or related products.

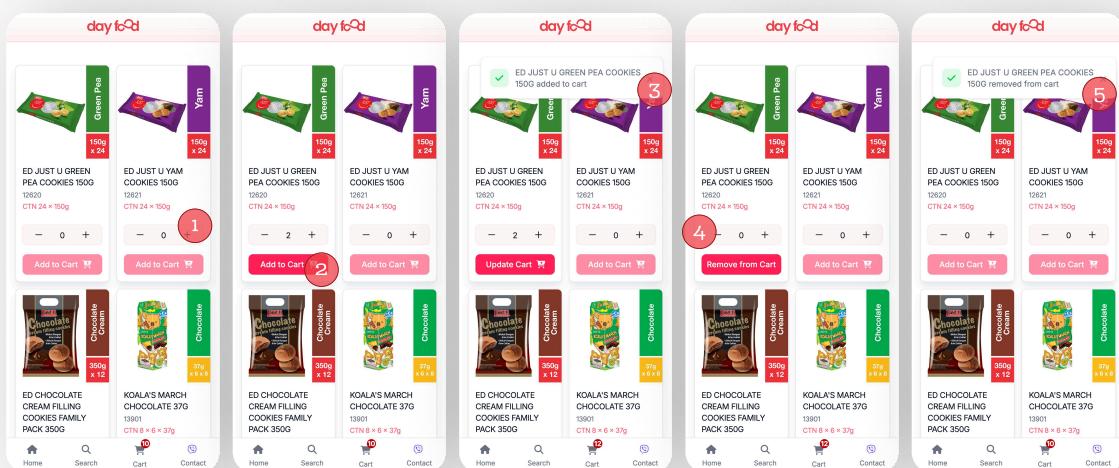
The screenshot displays the DayFood mobile application interface. At the top, there is a search bar with the placeholder "What can we help you find today?" and a magnifying glass icon. Below the search bar, a dropdown menu shows the selected category: "Biscuits, Cakes & Chocolates, Soft Drinks". To the right of this, a sidebar lists various product categories with corresponding icons: Chips, Crackers & Savoury Snacks, Biscuits, Cakes & Chocolates, Candies, Beverages, Soft Drinks, Dairy, Tea, Coffee & Instants, Noodles & Pasta, and Canned Foods. A "Clear All Search" button is located at the bottom of this sidebar. The main content area shows a grid of product cards for CHAO KOH COCONUT MILK. Each card includes an image of the product, the brand name, product name, code, quantity, and a pink "Add to Cart" button. Below the grid, there are navigation buttons for page 1 and 2. On the left side of the main content, there is a sidebar for "Categories" which lists the same categories as the sidebar on the right, each with a checked icon. At the bottom of the screen, there is a banner for Baby Products featuring various diaper sizes (XL, S, XXL, M, L) and a grid of other products including Evaporated Creamer, Chilli Powder, Cinnamon, Black Pepper, and Cumin Powder.



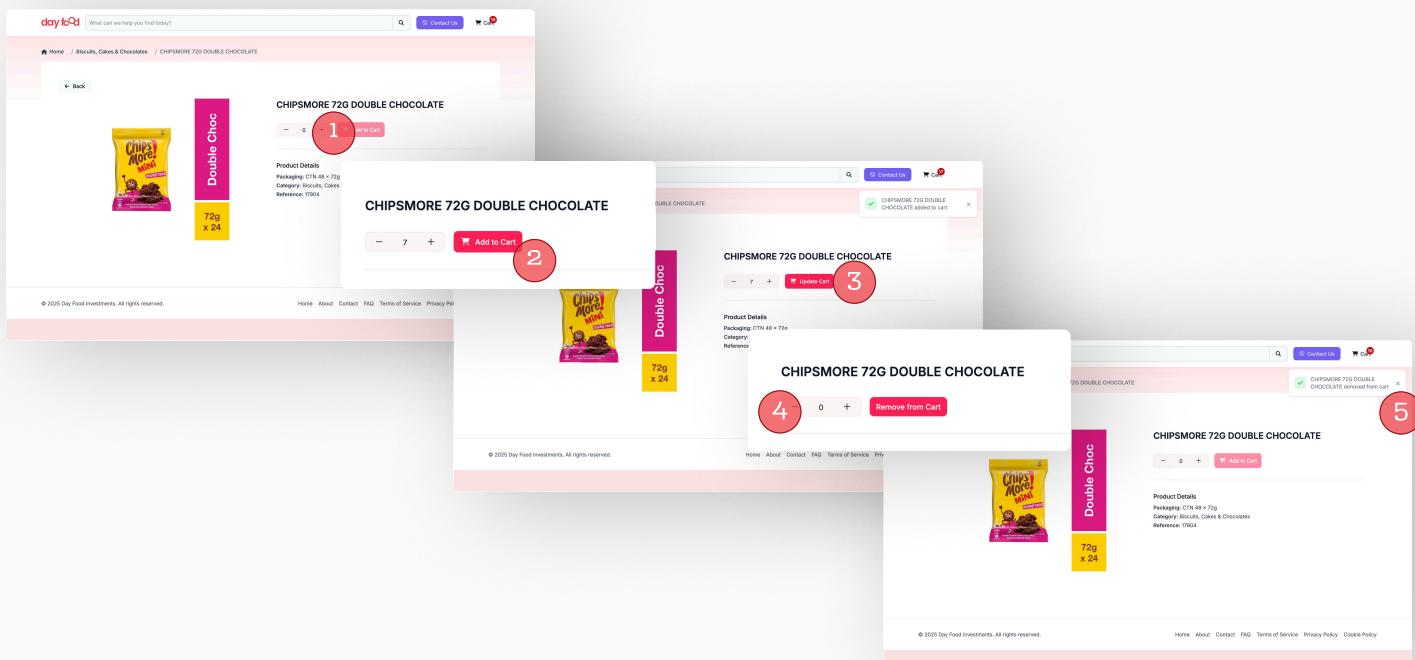
## Add & Remove Products from Cart

### Manage Products Added to Cart

Dynamic product button clearly state the actions that customers is about to perform.



- 1 Click + to add quantity of product.
- 2 Click Add to Cart.
- 3 Product is added to cart.
- 4 Click - to reduce quantity. Click Remove from Cart button.
- 5 Product is removed from cart.



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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 matters 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 discussion before come 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

The screenshot shows the Hoojah home page with a sidebar on the left containing 'Top Categories' (Sports, Politics, Current Affairs, Movies, Entertainment) and a 'Top Debates' section with various poll topics. The main area displays a vertical timeline of polls from different users:

- Rudzainy Rahman** posted about 2 hours ago in Sports: "Manchester United still has a shot for the EPL title". Poll options: Agree, Neutral, Disagree. 96 hoojah, 183 votes, 22 debates, 83 likes.
- maxis** posted 3 days ago in Technology: "What do you mainly use the Internet for?". Poll options: Work, Socialising, Entertainment. 30 hoojah, 509 votes, 14 debates, 205 likes.
- Fony Ternandez** posted about 3 hours ago in Travel: "What do you value more in air travel?". Poll options: Cheap ticket price, Comfort, Good looking & friendly cabin crew. 56 hoojah, 278 votes, 19 debates, 93 likes.
- Dr Mazilah Mzee** posted about a day ago in Education: "We should teach science & math in English in school". Poll options: Totally agree, Neutral, It should be taught in BM / Chinese / Tamil. 65 hoojah, 118 votes, 21 debates, 91 likes.
- Siti Noraz Liza** posted about a day ago in Entertainment: "Malay ethnic music is dying". Poll options: Agree, Neutral, Disagree. 26 hoojah, 102 votes, 16 debates, 88 likes.

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



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## 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.

The screenshot shows a poll titled "What do you value most in air travel?". The options are "Cheap ticket price", "Comfort", and "Good looking & friendly cabin crew". The results show "Good looking & friendly cabin crew" is the most popular choice. Below the poll, there are sections for "Top Debates for this poll" and "Top Categories". The footer includes links for About, Contact, Help, Center, Terms, Privacy policy, App, Jobs, Marketing, Businesses, Developers, and Advertise with Hoojah.

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

The screenshot shows a user profile for Rudzainy Rahman (@rudzainy). It displays several polls he has participated in, each with a title, description, and a line graph showing the progression of votes over time. The polls include topics like "Manchester United still has a shot for the EPL title?", "Would it be beneficial to public if ministers publish monthly report of their portfolios?", and "Do you prefer to use an iPhone or an Android phone?". The footer of the profile page includes links for About, Help, Center, Terms, Privacy policy, Marketing, Businesses, Developers, and Advertise with Hoojah.

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

The screenshot shows three sections: "GitHub Repo", "View in Github", "Behance", "View in Behance", "YouTube Videos", "Pitch: Watch video", "Tutorial (EN): Watch video", and "Tutorial (BM): Watch video". Each section has a corresponding video thumbnail.



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The screenshot shows a debate between Fony Ternandez (@fonyternandez) and Richard Grandson (@richardgrandson). The debate title is "What do you value most in air travel?". Fony's statement is "Cheap ticket price", and Richard's response is "Good looking & friendly cabin crew". Below the statements, there is a poll with two options: "Comfort" (selected) and "Good looking & friendly cabin crew". The poll results show 56 people voted for "Comfort" and 278 voted for "Good looking & friendly cabin crew". There are 19 debates and 93 likes. A note at the bottom says "This debate has ended".

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

The screenshot shows a query search interface for StrollerBuy.my. The search terms are "Poll" and "Hoojah". The filters section includes "between these dates" (1/9/1985 to 1/9/2019) and "Likes" (278). The results list various poll questions with their respective statistics (e.g., 56 hoojah, 19 debates, 278 votes, 93 likes). A line chart tracks the number of votes over time for three categories: iPhone, I have no preference, and Android phone. At the bottom, there is a navigation bar with links like About, Help, Center, Terms, Privacy policy, Cookies, and Ads info.

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 header with a search bar and a 'Create Poll' button. Below the header is a bio section with a quote from Rudzainy: "With great power, comes great responsibility, and bright colourfulights!" followed by a link to his post. There are also links to his Cyberview profile and member since September 1985. The main content area displays several posts, each with a title, a timestamp, the number of upvotes and downvotes, and a 'View' link. A sidebar on the left shows statistics: 15 Hoojah, 7 Debates, 86 Votes, 677 Followers, 411 Following, and 843 Likes. Below these stats is a 'Badges' section with various icons. Further down is a 'Polls' section showing a chart of phone preferences over time.

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 'Create New Poll' interface on the Hoojah platform. It features a form with fields for 'Title', 'Option 1', 'Option 2', and 'Option 3'. There's a 'Category' dropdown, a 'Background color' selector with a preview, and a large blue 'Create Poll' button. Below the form is a note about agreeing to the Terms of Service and Privacy Policy. At the bottom right, there's a copyright notice for ©2018 Hoojah and a link to Advertise with Hoojah. A navigation bar at the bottom includes links for About, Brand, Help, Center, Status, Apps, Jobs, Marketing, Businesses, Cookies, and Ads info.

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

This screenshot shows the 'Log in to Hoojah' and 'Sign up' page. On the left is the log in form with fields for Email and Password, a 'Remember me' checkbox, and a 'Log in' button. Below it is a 'Forgot your password?' link. On the right is the sign up form with fields for Email, Username, Name, Phone number, IC number, Password, and Password confirmation. Below the sign up form is a note about account disputes and a 'Sign up' button. At the bottom, there's a copyright notice for ©2018 Hoojah and a link to Advertise with Hoojah. A navigation bar at the bottom includes links for About, Brand, Help, Center, Status, Apps, Jobs, Marketing, Businesses, Cookies, and Ads info.

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.



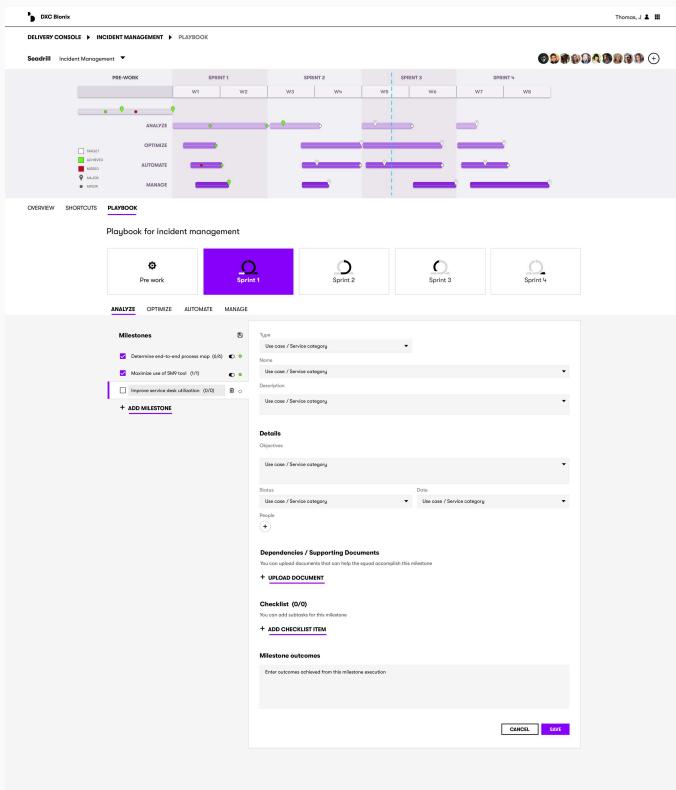
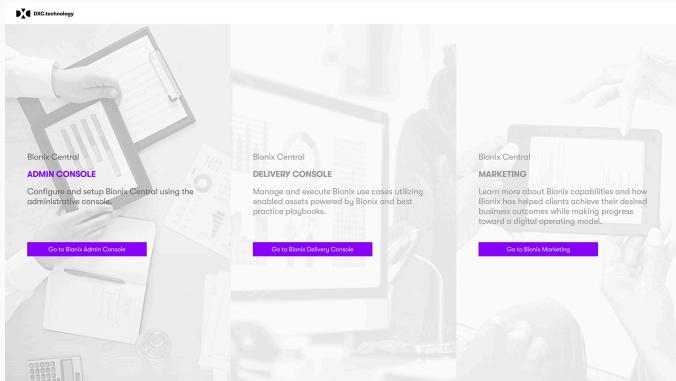
2017 → 2018  
**DXC Bionix Central**

## Responsibilities

Research & design

## Technology Stack

Invision Studio



A circular portrait of a man wearing headphones, looking slightly to the right.

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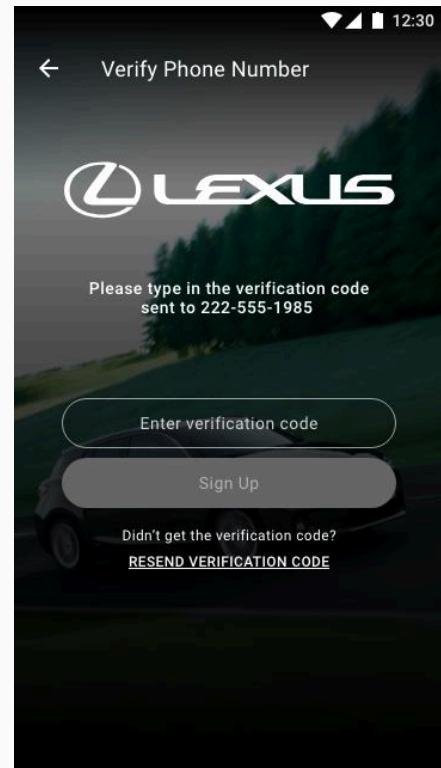
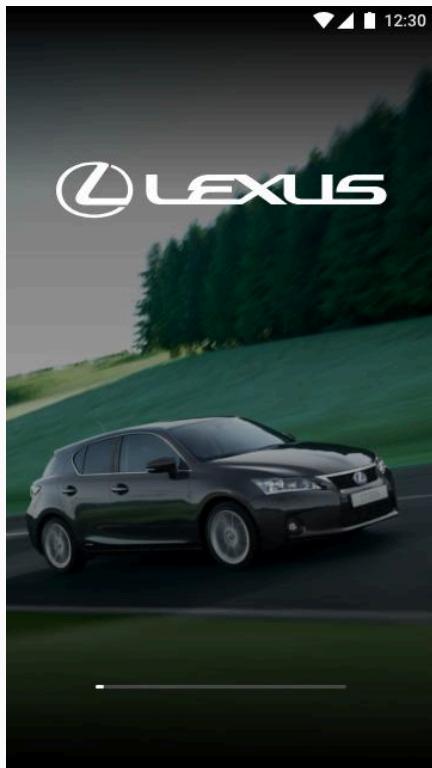
## 2017 → 2018 AAA Lexus Road Assist Mobile App

### Responsibilities

Research & design

### Technology Stack

Invision Studio

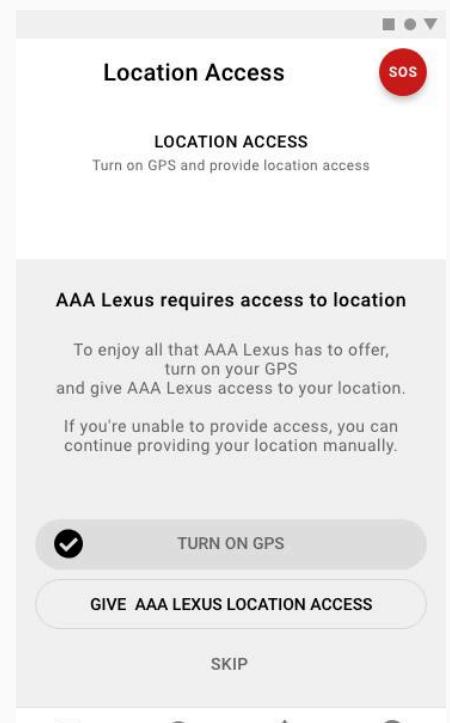
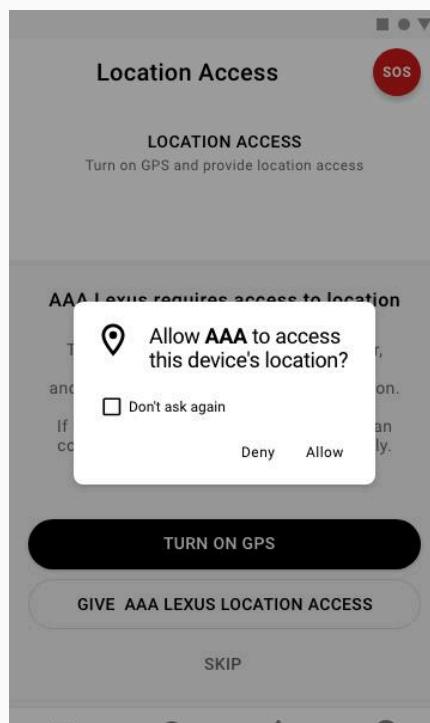
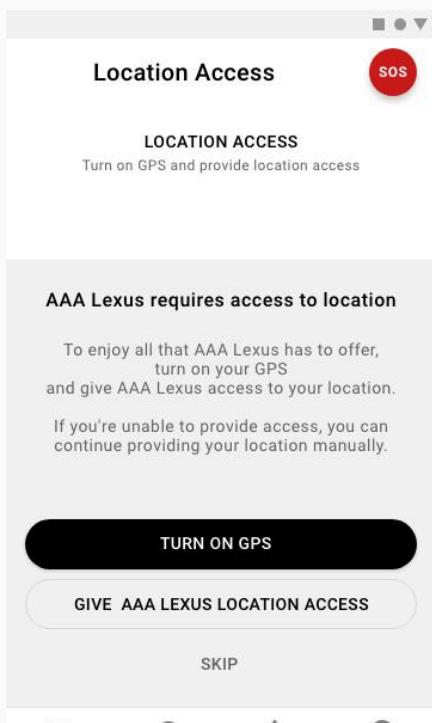
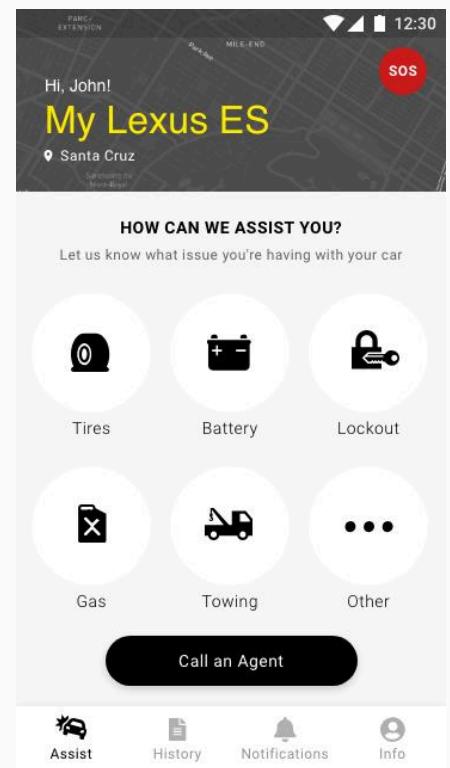
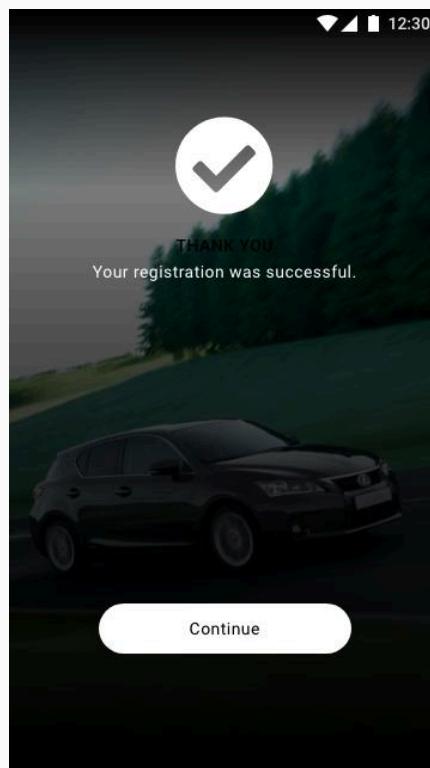
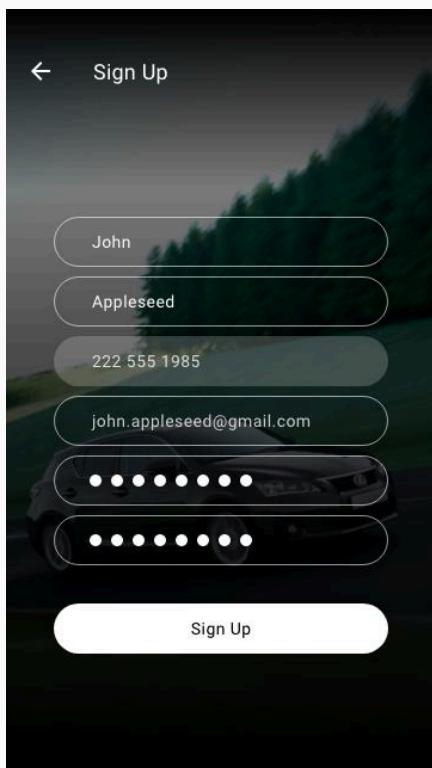




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Hi, John!  
My Lexus ES  
Santa Cruz

HOW CAN WE ASSIST YOU?  
Let us know what issue you're having with your car

Tires Battery Lockout

Gas Towing Other

Call an Agent

Assist History Notifications Info

Hi, John!  
My Lexus ES  
Santa Cruz

HOW CAN WE ASSIST YOU?  
Let us know what issue you're having with your car

Tires Battery Lockout

Gas Towing Other

Call an Agent

Assist History Inbox Info

← Tires X

Step 2 of 4  
Tap on the flat tire(s)

Front Left Right Back

Call an Agent

Assist History Notifications Info

← Tires X

Step 2 of 4  
Tap on the flat tire(s)

Front Left Right Back

Call an Agent

Assist History Notifications Info

← Tires X

Step 4 of 4  
Request summary

Do you have a good spare tire?  
Yes

When do you require help?  
Now

My marked tires  
Front Left Tire

My marked tires  
630-656 Chestnut St  
Santa Cruz, CA 95060, USA

Submit my request

Assist History Notifications Info

THANK YOU  
We have received your service request.

**78998**  
Request number

Additionally, you will receive an email and SMS notifications. The email & SMS will contain the service request number.

You can check the status or update your request in the History section.

View Request Details

Assist History Notifications Info



Please visit [sama2.my/si/rudzainy](http://sama2.my/si/rudzainy) to view more of my works.

Here are my contact details:

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**Terima kasih**

(Thank you!)