



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

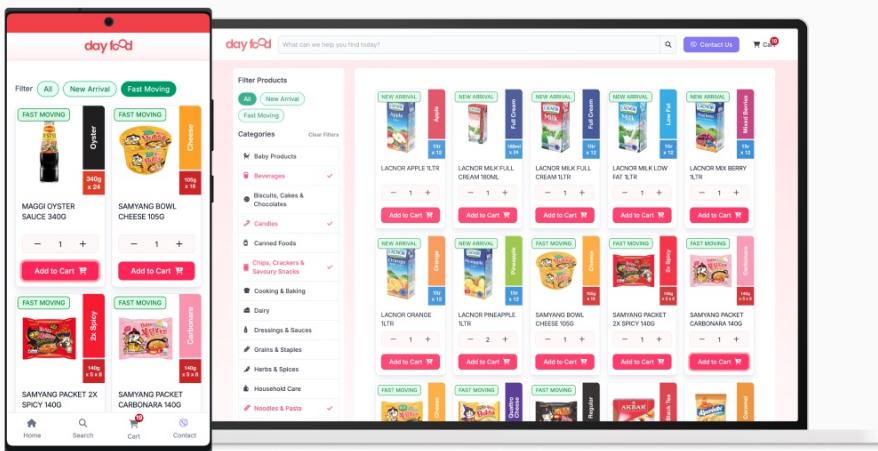
A Ruby on Rails product catalogue application that synchronizes with Odoo ERP system. This application provides a modern web interface for customers to browse, search and order products from Day Food.

### 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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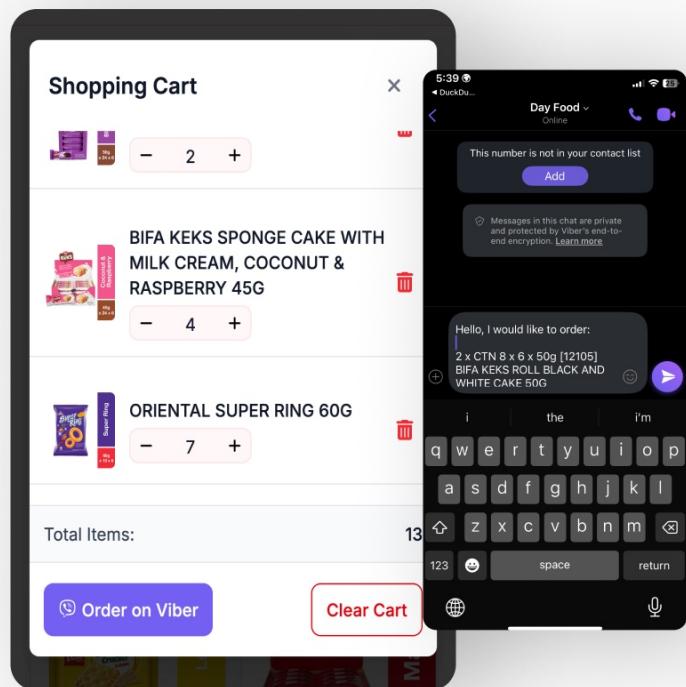
## Unique Requirement: Checkout to Viber

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.

The screenshot displays the Day Food website interface. On the left, there is a sidebar with a navigation menu under 'Categories'. The main area shows a grid of products in two rows. Each product card includes an image, the name, a brief description, quantity input fields (ranging from 0 to 10), 'Add to Cart' buttons, and a small image of the product. To the right of the grid is a shopping cart summary. The cart contains three items: BIFA KEKS ROLL BLACK AND WHITE CAKE 50G (quantity 2), BIFA KEKS SPONGE CAKE WITH MILK CREAM, COCONUT & RASPBERRY 45G (quantity 4), and ORIENTAL SUPER RING 60G (quantity 7). Below the cart summary is a 'Total Items:' label followed by the number '13'. At the bottom right of the cart area are 'Order on Viber' and 'Clear Cart' buttons. The top right corner of the page shows a 'Cart' icon with the number '13'.



## 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.

**day food** milk

**Categories**

- Chips, Crackers & Savoury Snacks
- Biscuits, Cakes & Chocolates
- Candies
- Beverages
- Soft Drinks
- Dairy
- Tea, Coffee & Instants
- Noodles & Pasta
- Canned Foods
- Condiments & Sauces

**Search Products**

What can we help you find today?

Biscuits, Cakes & Chocolates, Soft Drinks

All categories

- Chips, Crackers & Savoury Snacks
- Biscuits, Cakes & Chocolates
- Candies
- Beverages
- Soft Drinks
- Dairy
- Tea, Coffee & Instants
- Noodles & Pasta

Clear All Search

Home Search Cart Contact

**Product Grid**

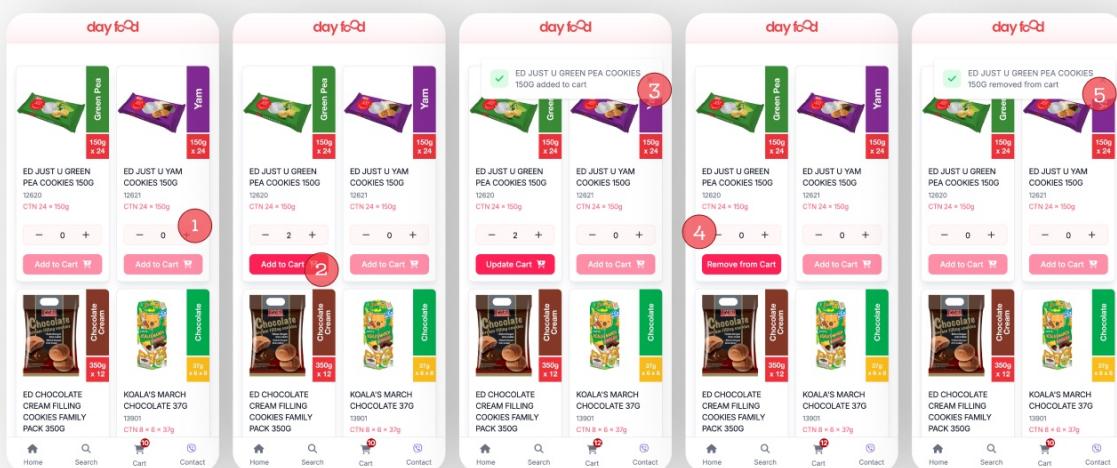
Product Image	Product Name	Quantity	Add to Cart
	CHAOKOH COCONUT MILK 250ML 13802 CTN 36 x 250ml	250ml x 36	<input type="button" value="Add to Cart"/>
	CHAOKOH COCONUT MILK 500ML 13803 CTN 24 x 500ml	500ml x 24	<input type="button" value="Add to Cart"/>
	CHAOKOH COCONUT MILK 1000ML 13804 CTN 12 x 1ltr	1ltr x 12	<input type="button" value="Add to Cart"/>
	Drypantz Baby Diapers	XL, S, M, L, XXL	<input type="button" value="Add to Cart"/>
	CARNATION EVAPORATED CREAMER 390G 17801 CTN 48 x 390g	390g x 48	<input type="button" value="Add to Cart"/>
	CHILLI POWDER BAYARA 1KG 16108 PCS	1kg x 10	<input type="button" value="Add to Cart"/>
	CINNAMON STICK (DXB) 1KG 16103 CTN 10 x 1kg	1kg x 10	<input type="button" value="Add to Cart"/>
	BLACK PEPPER POWDER BAYARA 1KG 16105 PCS	1kg x 10	<input type="button" value="Add to Cart"/>
	BLACK PEPPER WHOLE BAYARA 16106 PCS	16106	<input type="button" value="Add to Cart"/>
	CHILLI FLAKES 1KG 16107 PCS	1kg x 10	<input type="button" value="Add to Cart"/>
	CHILLI POWDER 1KG 16108 PCS	1kg x 10	<input type="button" value="Add to Cart"/>
	CORIANDER POWDER 1KG 16109 PCS	1kg x 10	<input type="button" value="Add to Cart"/>
	CUMIN POWDER 1KG 16110 PCS	1kg x 10	<input type="button" value="Add to Cart"/>
	OREGANO POWDER 1KG 16111 PCS	1kg x 10	<input type="button" value="Add to Cart"/>



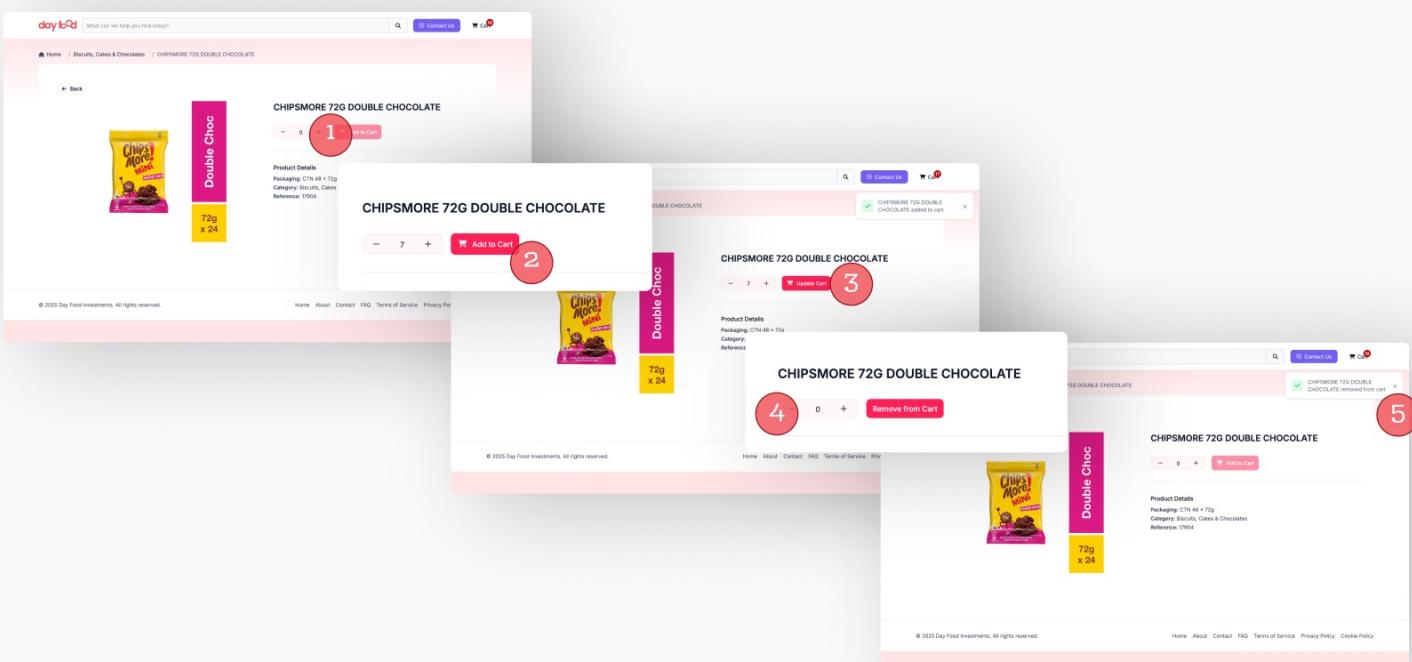
## Add & Remove Products from Cart

### 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

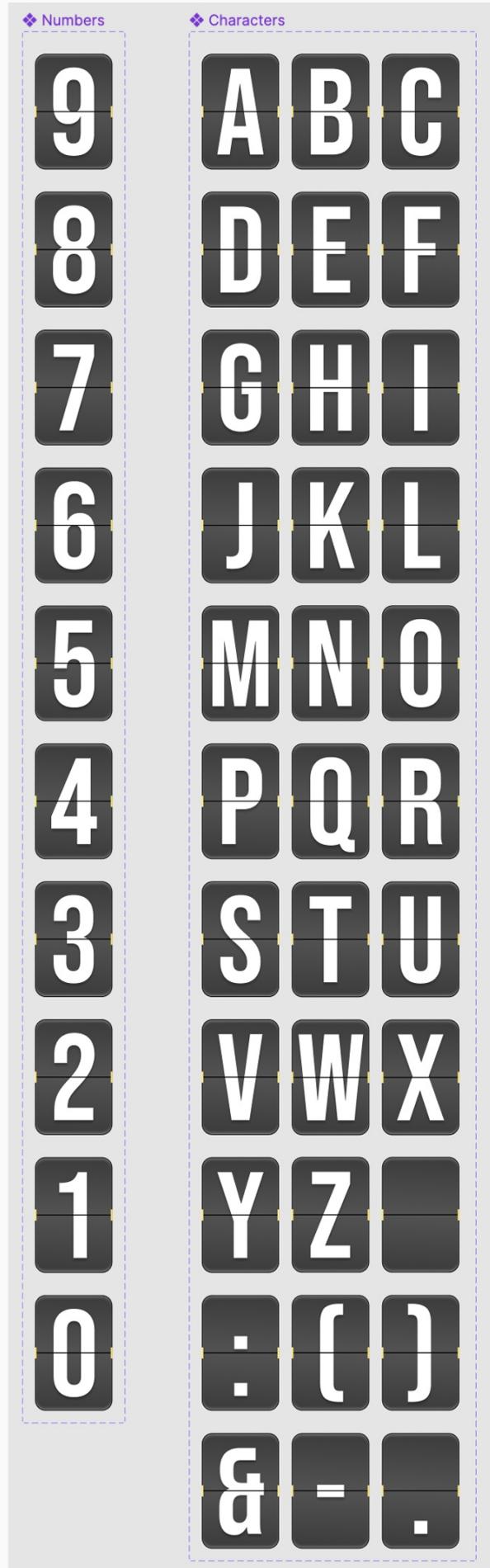
Figma

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.

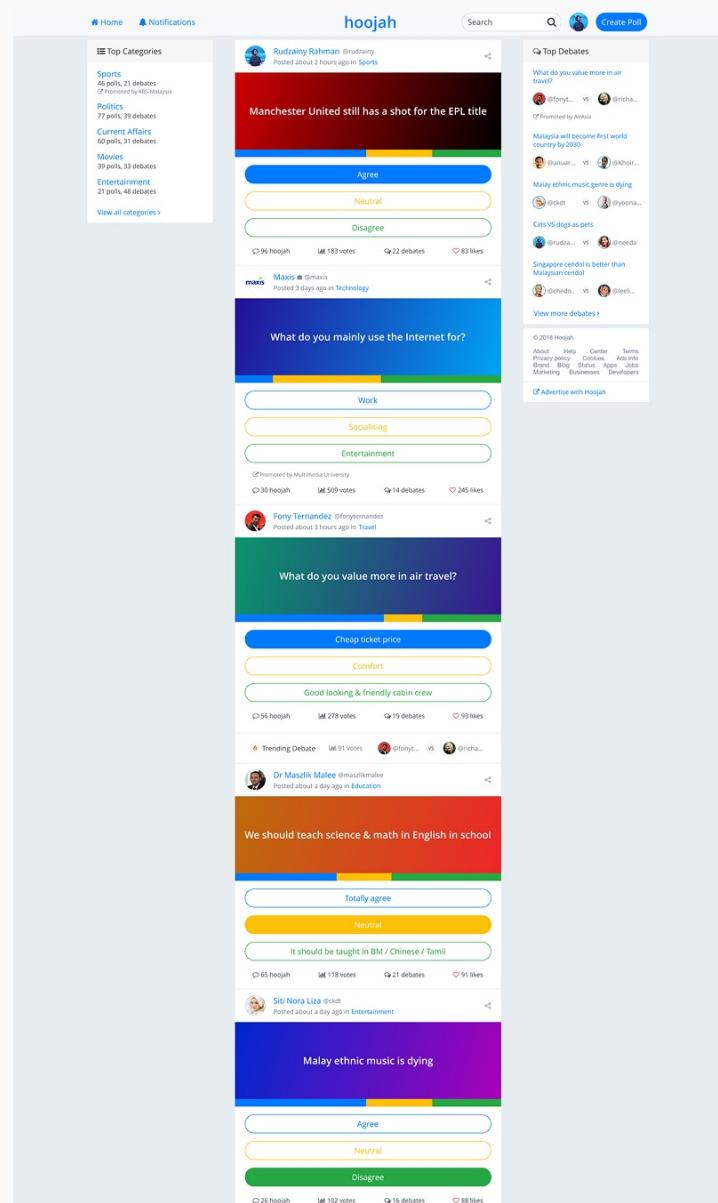
These platforms rarely filter out their users, so a user can register multiple accounts and manipulate the discussion.

### Responsibilities

Research, design & develop.

### Technology Stack

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



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.

What do you value most in air travel?

Cheap ticket price  
Comfort  
Good looking & friendly cabin crew

Top Debates for this poll:

- FonyTernandez vs. @dechua... 95 votes
- @brudo... vs. @niveda... 53 votes
- @amari... vs. @khoir... 57 votes
- @ridi... vs. @yosina... 55 votes
- @zchedo... vs. @oest... 11 votes

Top Categories:

- Sports (Promoted by KBS Malaysia) 46 polls, 21 debates
- Politics 77 polls, 39 debates
- Current Affairs 60 polls, 31 debates
- Movies 39 polls, 33 debates
- Entertainment 21 polls, 48 debates

Richard Grandson (@richardgrandson) Posted about 2 hours ago. Voted for Cheap ticket price

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.

Rudzainy Rahman (@rudzainy) Posted about 2 hours ago. Voted for Cheap ticket price

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, that's fine.

Yoonalis Zara (@yoonalis\_zara) Posted about 2 hours ago. Voted for Comfort

With my busy schedule, I often get my rests in planes. Therefore comfort is a must!

Dr Mathadil Mohamad (@mathadilofficial) Posted about 2 hours ago. Voted for Cheap ticket price

Saya tukar lah. Murah lah baguah. Ramai rakyat buah pergi... apa narn... pergi holiday

Dr Mathadil Mohamad (@mathadilofficial) Posted about 2 hours ago. Voted for Cheap ticket price

Kita dah tua-tua lah, comfort iah penting. Tak larat dah kalau lama-lama dalam flight nianti, sakit belakang iah, sakit tengkuk iah. Biasalah, orang tuu macam ni lah.

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

Rudzainy Rahman (@rudzainy)

Hoojah founder. Yes, I found Hoojah. I think it was just bying around by the roadside somewhere in you...

9 Polls  
15 Hoojah  
7 Debates  
86 Votes

With great power, comes great responsibility, and bright colourful lights!" - 1 September 2018 in Do you live by a code? 117 likes

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. Majority of Malaysians are not mature enough mentally to filter noises or provocation from quality criticism for example. That being said, I still have high hopes for Malaysians. We'll get there in good time." - 29 November 2018 in Is Malaysia ready to embrace freedom of speech? 283 likes

Manchester United still has a shot for the EPL title  
Would it be beneficial if our public ministers publish monthly report of their portfolios?  
Why did the chicken cross the road?  
Do Malaysians like to litter?  
Do you prefer to use an iPhone or an Android phone?

Are you actively using e-wallets for daily spending?  
Which is the best fast food chicken restaurant in Malaysia?  
Who will win PRU14?  
Public toilet should be free!  
What do you value most in air travel?

Posted by FonyTernandez (@FonyTernandez) 3 weeks ago

Posted by Fony Ternandez (@FonyTernandez) about 3 months ago

Votes

Days

iPhone  
Android phone  
Android phone

Are you actively using e-wallets for daily spending?  
Which is the best fast food chicken restaurant in Malaysia?  
Who will win PRU14?  
Public toilet should be free!  
What do you value most in air travel?

Posted by Richard Grandson (@richardgrandson) Promoted by AvAsia

Previous 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](#)



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The screenshot shows a debate titled "What do you value most in air travel?". Fony Ternandez (@fonyternandez) posted about 3 hours ago, challenging Richard Grandson (@richardgrandson) to debate. The debate has 278 votes, 56 upvotes, and 19 downvotes. The poll results are: Cheap ticket price (278 votes), Comfort (93 votes), and Good looking & friendly cabin crew (50 votes). The debate duration is 3 days, ending at 12 January 2019, 1:29 PM. The challenge statement from Richard Grandson is: "I am challenging @richardgrandson's statement below: 'The difference between comfort vs value for money air travel experience comes down on how the crew makes us feel at home throughout the entire flight.' My dear friend Richard is famous for publicly saying he would fly economy when he has to pay for the flight himself. That's the reason why he built his budget airline empire to begin with. In this debate, I will attempt to convince him to change his vote to 'Cheap ticket price'."

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 search interface for "StrollerBuy.my" with the query "Debate". It includes filters for "Poll" and "Hoojah" and a date range from 1/9/1985 to 1/9/2019. The results show various debates with their details, such as "Manchester United still has a shot for the EPL title" and "Do Malaysians like to litter?", along with a line graph showing the trend of votes over time for the preference of using an iPhone or Android phone.

Analytic page for business tier users.



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Rudzainy Rahman  
@rudzainy

Hoodjah founder. Yes, I found Hoodjah. I think it was just laying around by the roadside somewhere in jpk...  
Cyberjaya, Selangor Member since September 1985

"With great power, comes great responsibility, and bright colourful tights!"  
1 September 2018 In Do you live by a code?  
717 likes

"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. Majority of Malaysians are not mature enough mentally to filter noises or provocation from quality criticism for example. That being said, I still have high hopes for Malaysians. We'll get there in good time."  
29 November 2018 In Is Malaysia ready to enforce freedom of speech?  
283 likes

Badges

9 Polls

15 Hoodjah  
7 Debates  
86 Votes  
677 Followers  
411 Following  
843 Likes

Badges

9 Polls

Manchester United still has a shot for the EPL title  
Would it be beneficial to public if ministers publish monthly report of their portfolios?  
Why did the chicken cross the road?  
Do Malaysians like to litter?  
Do you prefer to use an iPhone or an Android phone?  
Are you actively using e-wallets for your daily spending?  
Which is the best fast food Chicken restaurant in Malaysia?  
Who will win PRU14?  
Public toilet should be free!

Create a New Poll

Title

Option 1 Option 2 Option 3

Category

Background color

Create Poll

By creating a new poll, you agree to the Terms of Service and Privacy Policy, including Cookies Use.

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

Log in to Hoodjah

Email

Password

Remember me

Log in

Forgot your password?

Don't have an account yet? Sign up now!

Email

Username

Name

Phone number

IC number

Optional: We will only use this for account dispute cases in the future.

Password

Password confirmation

Sign up

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.

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.



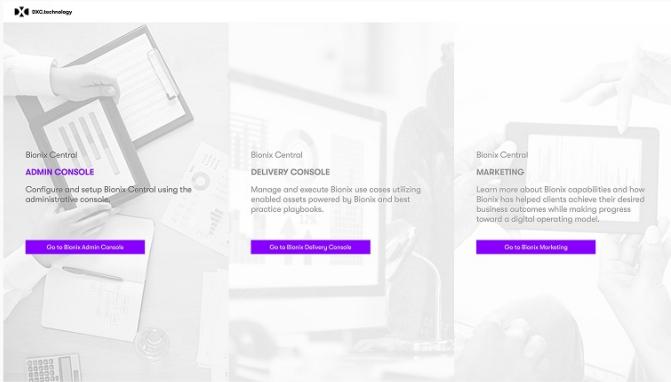
2017 → 2018  
**DXC Bionix Central**

## Responsibilities

## Research & design

## Technology Stack

Invision Studio





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BBC Works

Thomas, J. A.

USE CASE SELECTION > SHORTCUTS > API PROCESS DISCOVERY

Seed#102 Incident Management

PRE-WORK    SPRENT 1    SPRENT 2    SPRENT 3    SPRENT 4

W1 W2 W3 W4 W5 W6 W7 W8

ANALYZE    OPTIMIZE    AUTOMATE    MANAGE

OVERVIEW SHORTCUTS PLAYBOOK

+ ADD USE CASE

API Process Discovery / Analyze ▾

Process Flow

View Process by Absolute Frequency

of 1000 variants

of 1000 variants

Top Ranked Activities

1 75.00% Create

2 12.72% Read

3 0.00% Delete

4 1.1% Update

5 1.1% Create

6 0.00% Read

7 0.75% Read

All 100% Create

Seed#102 (Published 11 days ago) 90:01% 28606 out of 30790 Cases

The screenshot displays the BBC Works interface for API Process Discovery. At the top, there's a navigation bar with 'USE CASE SELECTION', 'SHORTCUTS', and 'API PROCESS DISCOVERY'. Below it is a timeline showing 'PRE-WORK' and four sprints ('SPRENT 1', 'SPRENT 2', 'SPRENT 3', 'SPRENT 4') with tasks like 'ANALYZE', 'OPTIMIZE', 'AUTOMATE', and 'MANAGE'. The main area shows an 'OVERVIEW' of a process flow titled 'API Process Discovery / Analyze'. On the left, a sidebar lists 'Process Flow' and 'View Process by Absolute Frequency' with counts of 1000 variants each. It also shows a 'Top Ranked Activities' list with items 1 through 7 and an 'All' option. To the right, a large process flow diagram is shown, featuring nodes for 'Terminator', 'Process', 'Decision', 'Multiple Documents', 'Input/Output/DB', and 'Batch'. Arrows indicate the flow between these nodes, with some paths highlighted in purple. A status bar at the bottom right indicates 'Seed#102 (Published 11 days ago)', '90:01%', and '28606 out of 30790 Cases'.

The screenshot shows the BMC Remedy ITSM interface under the Delivery Console > Incident Management > Snapshots section. The main view displays a timeline from Jan 1 to Mar 1, divided into four sprints: SPRINT 1 (Jan 1 - Jan 14), SPRINT 2 (Jan 14 - Feb 10), SPRINT 3 (Feb 10 - Feb 24), and SPRINT 4 (Feb 24 - Mar 1). A vertical dashed line at Feb 10 marks the end of SPRINT 3. The timeline lists various work items categorized by status (New, In Progress, Pending, Closed) and type (ANALYSIS, OPTIMIZATION, AMENDMENT, INVESTIGATION). A legend indicates that green dots represent New items, blue dots represent In Progress items, and grey dots represent Pending or Closed items. Below the timeline, there are tabs for 'CLOUD', 'INCIDENTS', 'SNAPSHOTS', and 'PLANNING'. A message 'Select an asset to view data' is displayed, along with a 'Discover assets' button. At the bottom, two cards are shown: 'Analyze Right Processes & Improve PROCESS DISCOVERY' and 'IQ Toolkit IQ TOOLKIT'.

The screenshot shows the ServiceNow interface for 'Incident Management' under 'Playbooks'. The top navigation bar includes 'SEARCH', 'HOME', 'LOGO', 'INCIDENT MANAGEMENT', 'INCIDENTS', and 'NOTIFICATIONS'. Below the navigation is a 'SEARCH' bar and a 'SELECT A PLAYBOOK' dropdown menu. The main area is titled 'Playbook for incident management' and features a 'PICK A WORKFLOW' section with four options: 'Pre work', 'Analyze', 'Optimize', and 'Automate'. A large 'ANALYZE' button is highlighted. Below this are sections for 'MISSIONS' (with a 'Create mission' button) and 'DETAILS' (with a 'View details' button). The bottom right corner shows a 'PREVIOUS' and 'NEXT' navigation icon.

## Design

Related use cases		
 <b>USER CASE NAME</b>	 Share user	 Share user
<b>User features:</b>	<b>User features:</b>	<b>User features:</b>
<ul style="list-style-type: none"> <li>• View the user profile and edit their existing profile.</li> <li>• Assign new or deactivate previous.</li> <li>• Delete the user if no longer needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Register the user profile with a valid user identifier.</li> <li>• Assign new or deactivate previous.</li> <li>• Remove the user profile entirely.</li> </ul>	<ul style="list-style-type: none"> <li>• Delete the user profile with a valid user identifier.</li> <li>• Assign new or deactivate previous.</li> <li>• Remove the user profile entirely.</li> </ul>



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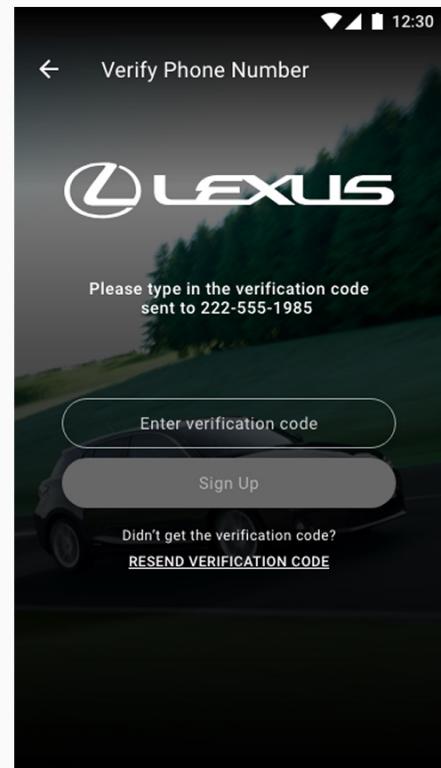
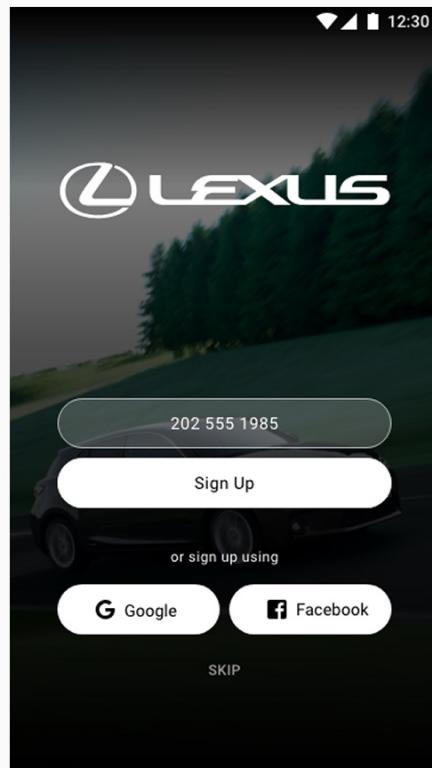
## 2017 → 2018 AAA Lexus Road Assist Mobile App

### Responsibilities

Research & design

### Technology Stack

Invision Studio

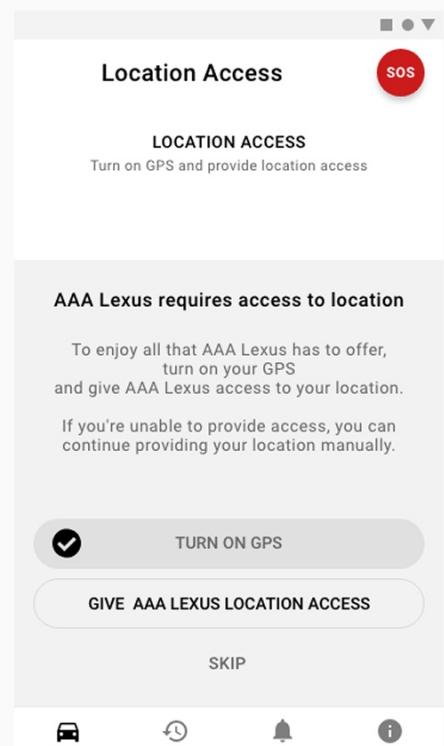
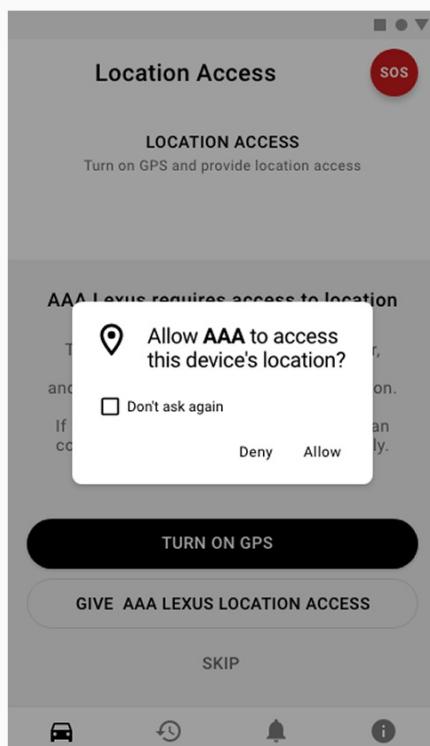
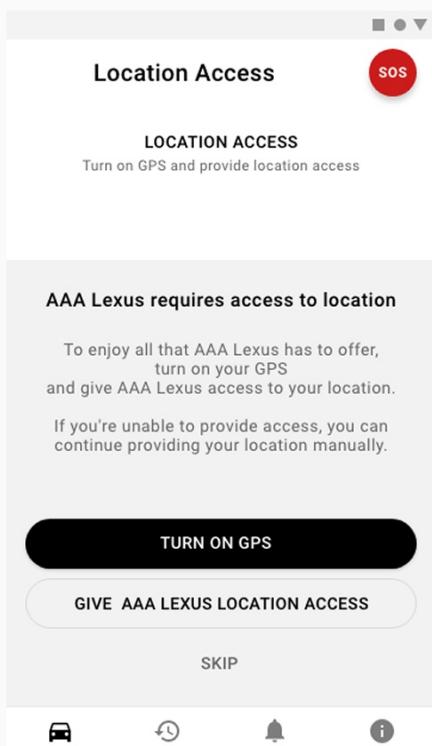
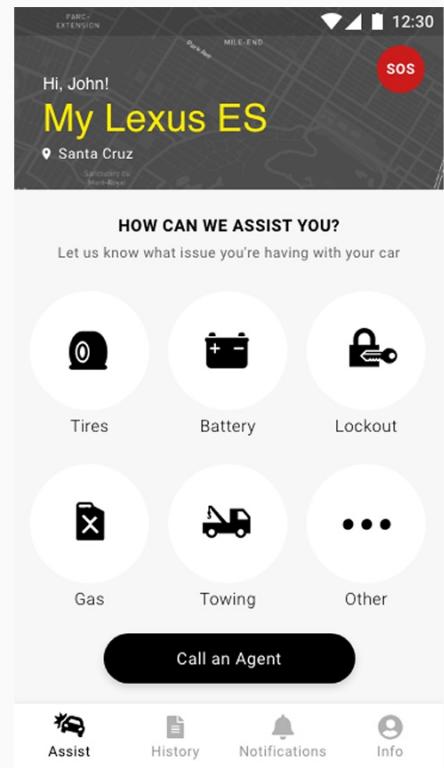
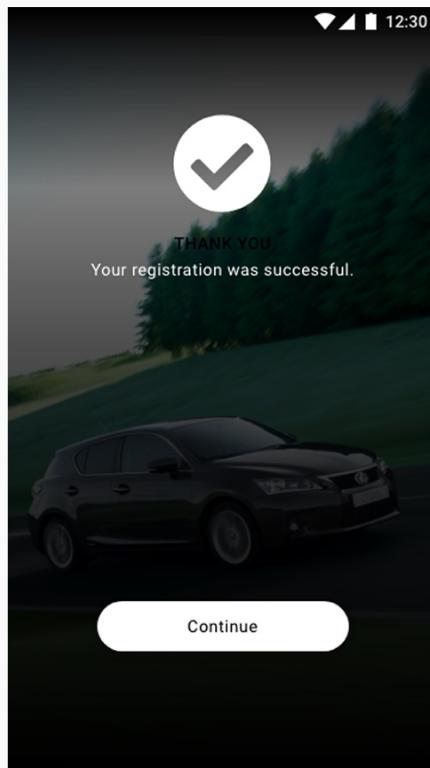
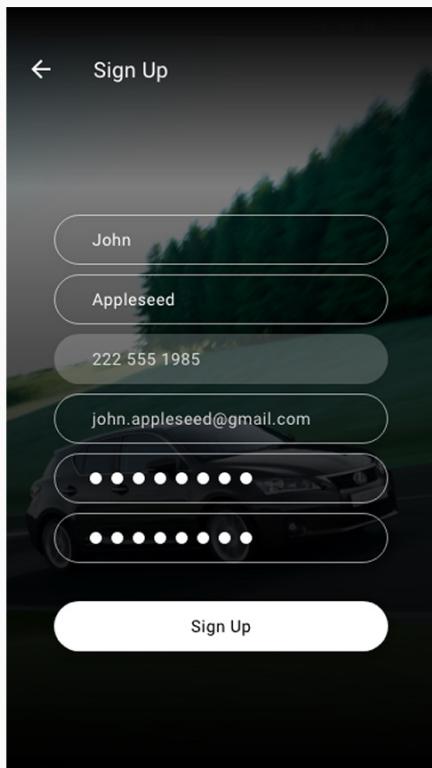




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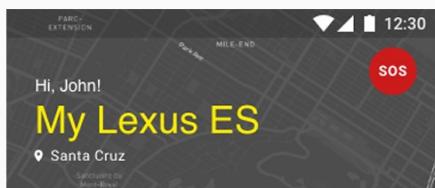




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#### HOW CAN WE ASSIST YOU?

Let us know what issue you're having with your car



Tires



Battery



Lockout



Gas



Towing



Other

**Call an Agent**



Assist



History



Notifications



Info



#### 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



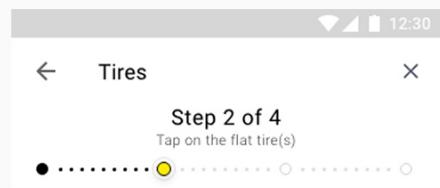
History



Inbox

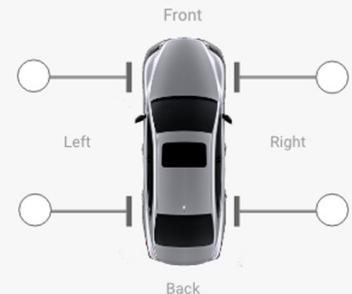


Info

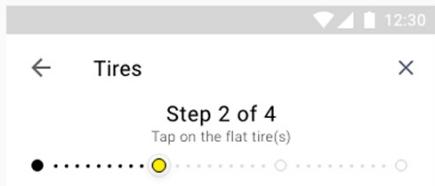


Step 2 of 4

Tap on the flat tire(s)

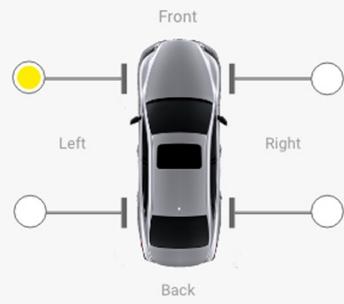


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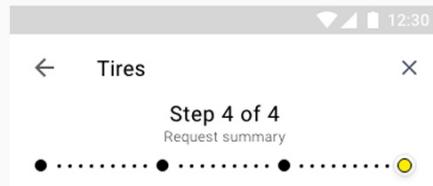


Step 2 of 4

Tap on the flat tire(s)



< >



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**



**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**





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

Here are my contact details:

 [+60 13 801 0985](tel:+60138010985)

 [hello@rudzainy.my](mailto:hello@rudzainy.my)

**Terima kasih 🙏**

*(Thank you!)*