

Sabri Maslan

Lead, IT Engineering & UI/UX

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PROFESSIONAL SUMMARY

Results-driven IT leader with over 15 years of experience spanning engineering, digital platforms, and enterprise systems. Proven success in leading IT strategy, governance, and large-scale digital transformations in highly regulated industries. Adept at building and scaling cross-functional teams, driving compliance-aligned technology roadmaps, and optimizing IT assets to reduce costs and enhance resilience. Hands-on leader with a track record of delivering mission-critical systems (BSS, middleware, payment gateways, and digital identity platforms) under high-stakes, fast-moving environments.

CORE COMPETENCIES

Digital Transformation • Agile Delivery • Enterprise Architecture • Payment Systems • Middleware & APIs • BSS Platforms • eKYC & Digital Identity • Cloud Migration • Product Development • IT Strategy & Roadmap • Customer-Centric Applications • Vendor & Stakeholder Management

PROFESSIONAL EXPERIENCE

Head, Engineering

TIME dotCom Berhad

Glenmarie May 2024 – Present

As the Head of Engineering

- Leading end-to-end BSS development (billing, CRM, order management) to support new product launches and digital scalability.
- Oversaw delivery of mobile apps, kiosks, dealer app, and WhatsApp acquisition bots, boosting customer acquisition conversion by 30%.
- Built and mentored a cross-functional Agile team, driving sprint velocity improvement and reducing delivery lead time by 25%.
- Introduced digital payment gateway and eKYC solutions, aligned with financial industry authentication standards to enhance customer onboarding.
- Implemented IT Asset Management (ITAM) for applications and infrastructure, reducing operational costs by double-digit percentages.

As the Head of IT (Interim) — Due to departure of Chief IT Officer

- Defined target architecture for digital-first operations, enabling the spin-off company to build modern customer platforms independent of legacy systems.
- Guided customer 360° data unification initiative, enabling analytics-driven personalization and revenue protection.
- Championed Agile portfolio delivery, ensuring mission-critical projects progressed despite limited resources.
- Acted as bridge between Group IT and Retail IT, balancing innovation speed with compliance.

Key Achievements

- Implemented compliance-first middleware to ensure audit trails across all customer transactions.
- Successfully launched customer self-care apps and kiosks, cutting onboarding time by 40%.
- Delivered WhatsApp acquisition and review bots, achieving faster sign-ups and higher engagement.

PROFESSIONAL EXPERIENCE (CONT.)

Head of Platform Development (B2C) / UX Technical Lead

CelcomDigi Berhad / Celcom Axiata Berhad

Petaling Jaya Jun 2018 – Apr 2024

- Led a digital team with expertise from UI to AI, overseeing delivery across CelcomDigi's post-merger consumer mobile app and Celcom's web and mobile products.
 - Served as principal for the Celcom Design System, building and maintaining reusable components.
 - Executed UI/UX design and development for digital initiatives, collaborating with partner developers to ensure high-quality delivery.
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Team Lead / Specialist / Engineer

DXC Technology / Hewlett Packard Enterprise / HP Inc.

Cyberjaya Dec 2012 – May 2018

- Led a UI/UX team in Cyberjaya collaborating with global teams across China, Europe, and the US to develop BPO service offerings.
 - Managed support teams in Malaysia (Asia) and Mexico (Americas) during HP's corporate separation, ensuring business continuity.
 - Delivered UI/UX solutions for web and mobile across HP, HPE, and DXC projects, working closely with Java and .NET backend developers.
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Developer / Consultant

Masbih Technologies Sdn. Bhd. / Flexter Technology

Kuala Lumpur 2007 – Nov 2012

- Delivered and maintained web applications for clients including Tabung Haji, MARA, and HUKM.
 - Collaborated with client-side developers to implement and support custom web solutions.
 - Customized designs, structured layouts, and developed websites using both proprietary and open-source platforms.
 - Conducted hands-on training for clients on CMS tools, and the company's in-house Instant Web Development Platform.
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EDUCATION

Mechatronic Engineering

DaimlerChrysler (M) Training Centre

Shah Alam 2003 – 2005

Faculty of Civil Engineering

Universiti Teknologi MARA

Shah Alam 1999 - 2002

Sijil Pelajaran Malaysia

Sekolah Menengah Teknik Setapak

Kuala Lumpur 1998

REFERENCE

References available upon request