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Professional Summary

Passionate UI/UX Designer with over a decade of experience creating user-centered designs for web and mobile applications. Skilled in transforming complex problems into intuitive and delightful user experiences. Proven ability to collaborate with cross-functional teams to deliver impactful solutions that drive business success. Fluent in Mandarin, English, and Malay.

Experience



Senior UI/UX Designer

Pulsifi Pte. Ltd | May 2023 - Present

- Led user-centered interface design across platforms
- Developed scalable design system for NG-ZORRO
- Integrated analytics (GA/GTM) for data-driven optimization
- Created Looker Studio dashboard for performance metrics
- Automated Google Sheets workflows for operational efficiency

Senior UI/UX Designer

TOGL Technology Sdn Bhd | Aug 2022 - May 2023

- Led end-to-end user experience design and strategy
- Collaborated with cross-functional teams for brand integrity
- Developed wireframes and prototypes using Figma
- Conducted design walkthroughs for team alignment

Senior UI/UX Designer

GoKudos Sdn Bhd | Oct 2021 - Aug 2022

- Redesigned and restructured SaaS platform
- Created user-centric designs with Figma
- Developed engaging marketing materials
- Executed feature rollouts within deadlines

Senior Marketing Exec. SICK

SICK Sensor Malaysia |Nov 2020 – June 2021

- Executed high-impact marketing plans
- Developed social media and website strategies
- Led creation of marketing materials • Managed visual aspects of campaigns



Branding Specialist

KHP Steel Product (M) Sdn Bhd | Jan 2018 - Nov 2020 • Led integrated marketing strategies

- Managed B2B and B2C brand portfolios • Developed high-impact branding tools
- Implemented digital marketing campaigns • Launched new concept store and factory

Senior UI/UX Designer

Intelligent Earnings Sdn Bh | Jan 2016 - Dec 2017

- Led design vision and product direction
- Enhanced hiring process and team building
- Developed diverse mobile applications • Defined company branding and visual direction
- Senior Designer

OPPO Electronics Sdn Bhd | Jan 2013 - Dec 2015

• Led Malaysia advertising concept

- Managed team of three designers
- Developed websites and Android OS visuals • Designed POSM concepts

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Creative Director JT Apps Sdn Bhd | July 2012 - Jan 2013

• Led team of three designers

- Built brand identities for major clients • Created animation and visual storytelling
- Directed photography and videography

Language • Mandarin

- English
- Malay

Tools Stack		
Figma	FigJam	Adobe XD
Adobe Illustrator		
Adobe Prei	mier Pro	
Adobe Afte	er Effect	
Google Ana	alytics	
Google Tag	g Manager	
Looker Stu	dio	
Google She	eets automat	ion

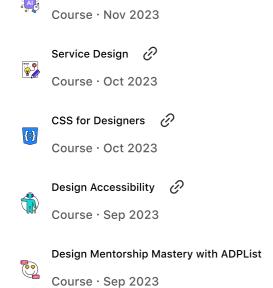
Achievements

• Top 30 Finalist at UXcel Design Contest (Dec 2023): Designed a seamless search and booking experience for holiday-related events.

HTML & Basic Web Technologies

- Bronze Winner at Crowbar Awards (Sep 2010): Recognized among 1,000 entries from 39 global schools. • Outstanding Prize & Most
- Voted Prize in Innovation Design at Creative + Recycle = Winning for Charity (2010).

Al in UI/UX Design 🛮 🔗



Course · Nov 2023

Certificates (12)

UX Design Patterns with Checklist Design 🕜 Course · Sep 2023

Color Psychology &

Course · Sep 2023

UI Components I Course · Sep 2023

Full Stack Web Development with Angular Course · Jul 2022

Professional Diploma in Digital Marketing

Google UX Design Specialization 🕜 Course · Jul 2022

Course · May 2018

What make me great?

Course · Sep 2023

UX Writing 🕜

fairly and respectfully. • Diligently follows through on commitments and consistently meets deadlines. Demonstrates accountability at work and take ownership of mistakes.

· Able to work positively and harmoniously with different people and is likely to treat everyone

identifies ways to contribute and improve.

Prefers a warm and collaborative environment, built on mutual trust, sincerity, teamwork and

· Accepts new and additional task without being asked. Proactively challenge the status quo, and

Motivated by extrinsic rewards, recognition and growth opportunities

What make me thrive?

- Enjoys solving abstract and highly complex problems.
- positive relationships.

The One Academy

2010-12

Education

Diploma in Art/Design/Creative Multimedia | Malaysia