



Summary

A passionate and results-oriented Product Designer with 10+ years of experience in creating user-centric solutions for complex software products within a B2B/C2B SaaS environment. Proven ability to translate user insights, technical constraints, and business goals into innovative and aesthetically pleasing designs. Thrives in an open and collaborative environment while effectively working with cross-functional teams.

Experience Summary

Senior Product Designer

Kuala Lumpur 2019 - PRESENT

iCarasia Limited (Powered by CARSOME)

- Led successful initiatives to enhance user experience and drive business outcomes, such as spearheading the redesign of the car details page, resulting in an increase in user satisfaction and average time spent per session.
- Utilized data-driven design to inform decision-making by conducting user research studies to identify pain points and opportunities for improvement.
- Proven ability to foster effective collaboration among diverse teams, leading to successful project outcomes and alignment with business objectives.

Product Designer & Front-end Developer

Kuala Lumpur 2014 - 2019

KATSANA Holdings Sdn Bhd

- Ensured alignment between user experience requirements and functional priorities.
- Created a robust design interface for the new Fleet Management System platform.
- Contributed to the front-end development process and produced multiple prototypes to refine the design.

Lead Designer & Front-end Developer

Kuala Lumpur / Remote 2012 - 2014

Slashes & Dots Sdn Bhd / iJoomla Inc

- Led the creation of new design components and modules to enhance the UI and UX of our existing product.
- Developed and transformed the front-end design into a fully functional website.
- Aligned new design elements with the app's current functionalities to maintain consistency and improve user experience.

Tools & Skills

Figma

User Focused Design (UI/UX)

Visual Design

Sketch

Product Design & Development

Front-end Development

Framer

Wireframing

HTML (5)

Git

Prototyping

CSS & SASS

Mercurial

Design Systems

JQuery & Vuejs (Basic)