



Summary

A results-oriented Product Designer with 10+ years in complex B2B/C2B SaaS. Leverages AI-powered tools and insights to accelerate the design process and translate user research, business goals, and technical constraints into innovative, engaging designs. Highly collaborative across cross-functional teams.

Experience Summary

Senior Product Designer

Kuala Lumpur 2019 - PRESENT

iCarasia Limited (Powered by CARSOME)

- Spearheaded end-to-end redesigns for key digital products, including B2C customer-facing platforms and internal operational tools, to drive business growth and enhance staff productivity.
- Translated complex requirements from user research and data analysis into intuitive, actionable design solutions and prototypes that address both customer pain points and internal workflow inefficiencies.
- Fostered effective collaboration with cross-functional teams, including product, engineering, and business units, to ensure design solutions were successfully implemented and aligned with strategic 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)

AI Powered Tools

Prototyping

CSS & SASS

Mercurial / Git

Design Systems

JQuery & Vuejs (Basic)