

WORK EXPERIENCE

Deriv - Senior Product Design Specialist

Malaysia | May 2017 - Now

Deriv is a fintech company with over 3 million daily users on its financial trading platform. I started as a UI/UX Designer and was promoted through Team Lead, Manager, and Senior Product Design Specialist.

Throughout my time here, I've been working hands-on and in a design leadership role across various key projects involving rebranding, design of websites, mobile apps, and web apps.

My main responsibilities include shaping design strategy through design sprints, translating product and business requirements into functional designs through information architecture, and handling cross-department collaboration to keep design aligned with technical feasibility and business priorities.

On the management side, I have coached junior designers through structured training and provided guidance on their career paths. I also supervised a UX research team responsible for gathering market data and customer feedback, and making sure those insights directly inform design decisions.

In recent years, I have been using AI tools — including Cursor, Claude Code, Google Stitch, and UX Pilot — to accelerate ideation and bridge the gap between design and front-end development.

Three things define how I work:

I lead with user empathy — every design decision is grounded in real user needs. I'm proactive — I constantly communicate with business teams to identify user problems and propose design solutions to solve them. And I stay flexible — I know when to push for the user and when to meet the business halfway.

Encore Med - Brand & UX Manager

Malaysia | Jun 2016 - Apr 2017

Encore Med is a web-based appointment, queue, and messaging system for healthcare providers, with a mobile app for patients. I was the sole designer in a 7-person startup, responsible for all aspects of product and brand design.

On the product side, I designed the web app interface for both medical professionals and patients. I worked closely with hospital management and medical personnel to understand their daily workflows and design around them.

On the brand side, I built the visual identity from the ground up — logo, color schemes, typography, and marketing materials — creating a cohesive presence that reflected the product's reliability and modern approach to healthcare management.

Tourders - Head of Design

Malaysia | Jan 2015 - May 2016

Tourders was a startup online travel marketplace for finding and booking local experiences across Asia. As Design Lead, I handled UI/UX design for both web and mobile apps — designing for a multi-country user base connecting tourists with locals. I had to work within the technical and financial constraints of a startup while keeping the design robust. I also worked with the sales and marketing team to develop the corporate and brand identity.

Onitek - Senior Designer

Malaysia | Apr 2013 - Dec 2014

In my second tenure at Onitek, I designed a new trackless product that opened the European and Taiwanese markets for the company. I was also responsible for creating 3D models for prototyping using CAD software and 3D printing.

As Senior Designer, I led a team of 7 junior graphic designers. Together we designed aesthetic panels for the product line and published periodical product catalogs in coordination with the print production and sales team. I also designed the company website to showcase our new product lines.

YKL Engineering Sdn. Bhd. - Senior Creative Designer

Malaysia | Apr 2011 - Mar 2013

YKL is a leading palm oil machine company in Southeast Asia. As Senior Creative Designer leading a small team, my primary responsibilities were to resolve product design issues, produce technical drawings, and support R&D work alongside the General Manager and Engineering Consultant — with the key design objective of ensuring that the equipment was safe and functional.

Outside of the core engineering work, I took on projects that pulled me toward digital and communication design. I designed internal sales pitch software and worked with external programmers to build it. I handled all marketing materials — flyers, catalogs, and business cards — and planned brand-building activities and exhibitions to boost visibility and sales.

Onitek - R&D Executive

Malaysia | Jan 2010 - Mar 2011

I started my career at Onitek, Malaysia's largest bi-fold aluminum door company. My R&D role covered researching customer needs, innovating product designs for different use cases, and making sure designs met manufacturing cost constraints. I also established a streamlined process for product design. I led the ISO Setup Team — documenting manufacturing processes into SOPs — to successfully achieve ISO 9001:2008 Quality Management System certification.

DESIGN SKILLS

UI/UX Design
Interaction Design
Design Systems
User Research
Prototyping

LEADERSHIP SKILLS

Design Process Development
Training and Skill Identification
Career Path Development
Design Hiring

TOOLS

Figma, Miro, Sketch, Framer, Clickup, Adobe Creative Suites

CERTIFICATES

Basics of Psychology at Work
Basics of Psychology - Approaches & Methodology
Leading highly Effective UX Teams
Coaching Your Team in a Dynamic Workplace
Leading and Motivating People with Different Personalities

Strategic Agility
Leading Your Team Through Change
Communicating with Emotional Intelligence
The New Leadership Paradigm & Breakthrough Results
Agile Software Development: Scrum for Developers

Scrum: The Basics
AI Automation with Anthropic Claude API's Agentic Computer Use
Automate Your Workflows with Generative AI
Safety and Committee Empowerment Training
Google Analytics 4 (GA4) Essential Training