

WORK EXPERIENCE

Deriv - UI/UX Manager

Malaysia | July 2022 - Now

I lead a team of designers creating user experiences for financial trading products. We've integrated AI tools like UX Pilot and Locofy to streamline workflows and improve efficiency, which helps us build intuitive solutions that align with business goals.

I oversee Market & Product Research, Customer Research, and UX Design. I focus on understanding our competitors and customers to guide product development. My team includes UI/UX designers, researchers, and UX architects who collaborate with product squads to build and refine features that improve the user experience. I spend time coaching and developing the team through training programs, and I stay hands-on with key projects to make sure we're delivering quality work.

Deriv - UI/UX Team Lead

Malaysia | Nov 2019 - July 2022

I led a team of 14 designers working on UX, UI, and our design system. We streamlined how we work across departments, which made collaboration easier. Most of my time went into helping the team turn business requirements into wireframes and prototypes, working with other teams to refine designs, and making sure developers had everything they needed for implementation.

Deriv - UI/UX Designer

Malaysia | May 2017 - Oct 2019

Deriv (formerly Binary.com) is a fintech company with a financial trading platform for forex, commodities, and cryptocurrencies. They serve over 2 million daily users. I joined to improve the website, trading products, and overall user experience.

Encore Med - Brand & UX Manager

Malaysia | Jun 2016 - Apr 2017

Encore Med is an appointment, queue, and messaging system with a mobile app for patients. It streamlines clinic operations and is one of the apps integrated with MySejahtera, the platform the Malaysian government used for COVID-19 contact tracing and vaccination.

I redesigned the web app interface to improve usability for both clinic staff and patients. On the branding side, I developed the visual identity and brand guidelines to create a more cohesive and professional presence across all touchpoints. This included updating the logo, color schemes, typography, and marketing materials to better reflect the product's reliability and modern approach to healthcare management.

Tourders - Head Of Design

Malaysia | Jan 2015 - May 2016

Tourders is an online travel marketplace for finding and booking local experiences. As Co-founder and Design Lead, I handled UI/UX design for both web and mobile apps. I also built out the corporate and brand identity and worked with stakeholders on marketing strategy.

Onitek - Senior Designer

Malaysia | Apr 2013 - Dec 2014

As Senior Digital Designer, I led a team of 7 to improve the website UI/UX and coordinated with print production and sales. I also worked as Senior R&D Designer, developing new products that exceeded market standards and creating 3D models for prototyping with CAD software and 3D printing.

YKL GROUP - Senior Creative Designer

Malaysia | Apr 2011 - Mar 2013

YKL Group is a leading palm oil machine company in Southeast Asia. I started as a Senior Graphic/Website/Sales Software Designer and got promoted within a year to lead a team of two. I handled UI/UX for the website, plus all the marketing materials, sales software, flyers, catalogs, and business cards. I planned brand-building activities to boost visibility and sales, working with event organizers for exhibitions. I also caught and fixed product design issues, updated technical drawings, and supported R&D work alongside the General Manager and Engineering Consultant.

Onitek - R&D Executive

Malaysia | Jan 2010 - Mar 2011

Onitek Sdn Bhd is Malaysia's largest bi-fold aluminum door company. I led the ISO Setup Team to get ISO 9001:2008 Quality Management System certification by October 2010. I also designed a new product that helped the company break into European and Taiwanese markets.

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, Framr,
Clickup, Adobe Creative Suites