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Senior UI/UX Designer
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Smartcore Digital Sdn. Bhd.
Senior Software Developer
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Fauzi Ashraf

UI/UX Designer | Product Designer
Cyberjaya, Selangor, Malaysia

SKILL & TOOLS

#UX Design #UI Design #Wireframing #Prototyping #Usability Testing #Design system

WORK EXPERIENCE

SmartCore Digital Sdn. Bhd.

UI/UX Designer

October 2024 - Present (1 year 6 months)
Shah Alam, Selangor, Malaysia

1. Involved in the design process for the SHARP × PERFECT platform project with Petronas.

2. Led the design process for the S.A.M.A.D platform project with Petronas.

3. Led the design process for the development of the TechXcelerate website.

4. Currently contributing to the development of the Smartcore Geliga AI platform.

5. Currently leading the design process for the Smartcore Geliga AI platform marketing website.

6. Assisted the marketing team in designing various materials, including corporate videos, brochures, and product logos.

PETRONAS Digital Sdn. Bhd.

UI/UX Designer

August 2023 - October 2024 (1 year 3 months)
Petronas Twin Tower, Kuala Lumpur, Malaysia

1. Actively contributed to the design and development of the Virtus official website and Virtus Helpdesk Portal (HubSpot).

2. Involved in implementing mobile responsiveness for the Virtus website to enhance user experience across devices.

3. Assisted in developing the View Upperdeck and Underdeck Cargo Items module for the VVS (View Vessel Schedule) page in the Platform+ system.

4. Supported the marketing team in creating a general pitch deck for Virtus and a product-specific pitch deck.

5. Led the design process for the Sentinel platform, overseeing a complete overhaul of the existing system and feature augmentation across Phase 1 and Phase 2.

6. Led the design team for the Fuel Management System platform development, focusing on design improvements in Phase 2.

7. Led the design team in developing the new Design Language System (DLS) for the TDES product team.

8. Led the design team in the development of the Centralized Complaint Management (CCM) Power BI Dashboard, focusing on the improvements and updates in Phase 2.

PETRONAS Digital Sdn. Bhd.

Senior UI/UX Designer

March 2023 - August 2023 (6 months)

Cyberjaya, Selangor, Malaysia

Products2U aims to provide a one-stop payment platform to individuals and bussiness beyond borders while fostering entrepreneurship via a simplistic, easy to use application.

1. Led the team for design process for the development of P2U v1 withdrawal feature.

2. Led the team for design process for the development of Zurich Takaful integration with Products2U apps.

3. Led the team for design process for the development of Products2U v2 apps.

Flavaris (M) Sdn. Bhd.

UI/UX Designer cum Graphic Designer

April 2021 - February 2023 (1 year 11 months)

Johore, Malaysia

Flavaris is a platform for entrepreneur to build a brand in powdered drink products. Since 2017, Flavaris have been successfully blooming in the market of Southern Malaysia for processed food and drinks.

1. Graphic Design
- Responsible for designing client logo & product packaging design.
- Involves in design reviews, presentations, and discussions about client branding ideas.

2. Ui/Ux Design
- Conceptualise, visualise, and execute designs, layouts and production of graphic collaterals and prototype designs for company's website.
- Responsible for developing company's website using wordpress/elementor.

Elews Group (Elewsmart) Sdn. Bhd.

Graphic Designer

March 2020 - December 2020 (10 months)

Bandar Baru Bangi, Selangor, Malaysia

ElewsMart is a business in the retail sector owned by Ustaz Ebit Lew. In July 2020, the first 10 branches opened are located in Bandar Baru Bangi, Sg. Buloh, Balakong Cheras, Shah Alam, Damansara, Prima Gombak, Gombak Traders and Subang Perdana.

- Led the design process for branding and product development for the 'Elewsmart' brand.
- Oversaw the creation, design, and management of the company’s social media presence.

My works at Elewsmart : https://www.behance.net/gallery/155449445/Branding-Elews-Group-(Elewsmart)

Print Gateway Enterprise

UI Designer cum Graphic Designer

November 2017 - February 2020 (2 years 4 months)

Bandar Baru Bangi, Selangor, Malaysia

Print Gateway is a printing company located in Bangi Gateway. Print Gateway provide graphic design service and printing needs with an efficient and experienced team, supported by a close relationship with vendors for material and finishing products.

1. Graphic Design
- Responsible for designing client logo & product packaging design.
- Involves in design reviews, presentations, and discussions about client branding ideas.

2. Branch Manager
- Responsible for managing the outlet, prepare daily and monthly sales report and meeting with client.

3. Ui Design
- Design interactive functional prototypes/wireframes mockups and graphic user interface elements for company's application

Zest Venture (kadlawo.com) Sdn, Bhd.
Outlet Manager cum Graphic Designer

December 2015 - August 2017 (1 year 9 months)
Kuantan, Pahang, Malaysia

Kadlawo.com is a printing company that focuses on wedding and event-related products such as printed invitation cards, digital invitations, gift boxes, etc. This brand was owned by Zest Venture Sdn. Bhd., located in Kuantan, Pahang.

- Manage outlet operation.
- Do design based on customer order.
- Handle outlet daily & montly cash flow.
- Make sure customer order complete before dateline.

EDUCATION

Universiti Teknologi Malaysia
Diploma of Science Computer & Multimedia
2009 - 2012

Sek. Men. Teknik Pontian
SPM (Civil Engineering)
2003 - 2007