

Athirah Aminuddin

UI/UX Designer

Selangor, Malaysia

+60 17-515 8141

athirahani.aminuddin@gmail.com

[linkedin.com/in/athirahani](https://www.linkedin.com/in/athirahani)

www.athirahani.com

SUMMARY

Experienced UI/UX Designer with 7 years in the industry, dedicated to navigate business success through a user-centered design approach. Skilled in designing mobile apps and responsive websites for B2B and B2C markets across diverse industries including FinTech, GovTech, Engineering and Machinery. Dedicated to delivering exceptional digital experiences for users.

EXPERIENCE

UI/UX Designer | *Pertama Digital Berhad, Selangor*

AUGUST 2021 - PRESENT

- Led the design revamp to enhance the user interface and experience of Malaysia's First Bail Payment System for customer-facing interactions (B2c).
- Led the design revamp of the Government SMS Gateway system (B2B).
- Proficient in wireframing, prototyping and creating high-fidelity prototypes for user testing.
- Conducted user research, gathered feedback, and validated design to enhance product functionality.
- Collaborated with a cross-functional team and external stakeholders to achieve business goals and meet user requirements.
- Implementing regular enhancements across all products in the company.
- Developed and managed design libraries to ensure consistency throughout projects.
- Facilitated and provided support to junior designers in design tasks.

SKILLS

User research
Journey mapping
Wireframing
Prototyping
Information architecture
UX design
UI design
Web and mobile design
Mobile app design
Responsive design
Usability testing
Design sprint
Design thinking
Cross-functional collaboration
Effective communication
Problem solving
Critical thinking
Design system
Attention to details
Front-end development

TOOL / APPLICATION

Figma
Adobe XD
WordPress
Google Analytics

Junior Web Front End Architect | Rieckermann (M) Sdn Bhd, Selangor

DECEMBER 2017 - AUGUST 2021

- Collaborated with Graphic Designers and Marketing Manager to create informative event landing pages.
- Ensured consistency in interaction and visual styles by closely partnering with the Marketing team, maintaining uniform design and user experience across all websites and landing pages.
- Worked with the Communication Manager to develop an internal newsletter website, overseeing content, user experience, and visual styles.
- Revamped the Food Processing product portfolio website.
- Teamed up with the IT Team to design and develop a web application for the Technical Services Engineering Department.
- Optimized all websites and landing pages for SEO.
- Implemented analytics platforms such as Google Analytics and MS Clarity.
- Hand-coded user interface designs in HTML and CSS.
- Regularly updated website content in collaboration with the Marketing Manager.

Front-End Engineer | Bafe Sdn Bhd, Selangor

FEBRUARY 2017 - NOVEMBER 2017

- Designed wireframes and mockups for web applications, created icons and logos for clients, and built websites from scratch using WordPress and front-end frameworks.
- Maintained and updated company websites and products, executing visual design for website, web applications and responsive mobile platform.
- Collaborated with UI/UX Designer and Backend Developer to ensure the end product met clients' expectations.
- Developed websites for clients and designed various online graphic materials such as social media posters, flyers and banners.
- Manage domain orders from customers.
- Set up client websites via cPanel.
- Designed logos for products and crafted proposals for clients.
- Implemented website development using WordPress.

CERTIFICATES

User Experience Design Bootcamp

General Assembly Malaysia
DECEMBER 2023

HTML/CSS/JS - Bootcamp

Next Academy
OCTOBER 2019

EDUCATIONS

BSc. Computer Science (Interactive Media)

Universiti Teknikal Malaysia Melaka (UTeM)
SEPTEMBER 2014 - FEBRUARY 2017

Diploma in Information & Communication Technology

Universiti Teknikal Malaysia Melaka (UTeM)
MAY 2011 - FEBRUARY 2014

ACHIEVEMENTS

Vice Chancellor Award

Universiti Teknikal Malaysia Melaka (UTeM)
2017

Nasa Space App Challenge Kuala Lumpur (Participant)

Petrosains, The Discovery Centre
2017

- Designed a variety of online graphic materials, including social media posters, flyers, and banners, ensuring alignment with client expectations.

Junior UI/UX Designer (Intern) | Bafe Sdn Bhd, Selangor

SEPTEMBER 2016 - FEBRUARY 2017

- Designed workflows, wireframes, and mockups for websites and web apps to ensure cohesive design elements.
- Created posters, banners, and buntings for company and client projects alike.
- Designed logos for products and crafted proposals for clients.
- Implemented website development using WordPress.
- Designed a variety of online graphic materials, including social media posters, flyers, and banners, ensuring alignment with client expectations.