



This is Azwan Mohd Ali

As the Head of UI/UX at [admiral.digital](#), I'm a multidisciplinary designer with a passion for creating intuitive and visually stunning digital experiences. With over 7 years of experience in the industry, I've honed my skills in user experience design, user interface design, WordPress development, and project management.

Contact

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Social

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Experience

 **admiral.digital**
Oct 2021 - Present

Head of UX/UI


Oct 2021 - Present | Kuala Lumpur, Malaysia

1. Take charge in fostering the team's comprehensive understanding of the business objectives associated with every design inquiry, and proactively offer groundbreaking UX & UI suggestions to stakeholders.
2. Develop innovative concepts that achieve ease of use and user-friendliness in complex design challenges, whilst establishing a framework to evaluate product effectiveness, prioritizing feature advancement, and structuring product shortcomings.
3. Assist in building the UX & UI team by identifying, screening, and recruiting suitable candidates with the company's founders.

UI/UX Lead

May 2019 - Nov 2021 | Kuala Lumpur, Malaysia

1. Exemplified top-notch design methodologies by actively engaging in every facet of UX design, encompassing research, ideation, strategy, interaction design, and visual design.
2. Spearheaded design strategy initiatives aimed at comprehending user requirements and business prospects, identifying business/user needs, conceptualizing potential solutions, formulating a comprehensive vision for end-to-end product development, and outlining roadmaps for realizing that vision.
3. Sustained and enhanced design team workflows that ensure that all deliverables conform to established style guides and adhere to rigorous quality standards.

 **ServisHero**
May 2017 - May 2019

UI/UX Designer

1. Optimized the user experience of the mobile app by implementing a comprehensive suite of UX procedures for the mobile app overhaul project.
2. Collaborated with the technical team to conceive and develop the company's products, including the website and mobile app, using the Agile methodology.

 **Bereev**
Sep 2017 - Apr 2018

Co-founder

Conceived and produced all of the digital marketing collateral, branding elements, and products from inception.

 **CodeArmy**
Sep 2017 - Apr 2018

Graphic Design Executive & Lean Startup Practitioner

1. Developed and generated all of the digital marketing materials and products based on pre-existing branding.
2. Implemented the Lean Startup Methodology on a daily basis while performing work duties.
3. Educated and instructed the client's team on the application of the Lean Startup Methodology in the workplace.



Education



Next Academy

2018

Front-end Web Development Bootcamp



Universiti Sains Malaysia (USM)

2013 - 2016

Bachelor of Science (Physics) (Honours)

CGPA 3.5



Taylor's College Sri Hartamas

2010 - 2011

A-Level, Physical Sciences

- A – Mathematics
- B – Physics
- B – Further Mathematics
- C – Chemistry

Skills

Softwares

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
Google Suite
Microsoft 365
Google Analytics
Miro
ClickUp
Trello
Rotato

Technical skills

User Interface Design (UI)
User Experience (UX)
Digital Marketing
Graphic Design
Strategic Planning
Wordpress Development
HTML
CSS

Soft skills

Leadership
Public Speaking
Client Services Management
Project Management
Team Management

Interest

Sports

Powerlifting
Football
Futsal
Track & Field
Obstacle Course Racing
Hiking
Bouldering
Tennis
Badminton
8-ball pool

Lifestyle

Modeling
Camping
Cafe hopping
Travelling

Languages

English
Bahasa Malaysia