



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.

Social

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Contact

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Experience

 **admiral.digital**
Oct 2021 - Present

● Head of UX/UI

Oct 2021 - Present | Kuala Lumpur, Malaysia

1. Lead end-to-end UX and UI strategy and execution across corporate websites, web applications, and e-commerce platforms, driving scalable solutions and measurable business impact.
2. Define and drive conversion rate optimisation (CRO) strategies in close collaboration with performance marketing, improving conversion rates while lowering cost per click (CPC) and increasing cost per acquisition (CPA).
3. Own and manage product and experience roadmaps, aligning user needs, business objectives, and technical feasibility in collaboration with UX Strategists and Business Analysts.
4. Establish and enforce design excellence by setting best-practice standards across research, UX strategy, interaction design, and visual design.
5. Translate complex business and user challenges into intuitive, high-performing digital experiences that increase engagement and conversion.
6. Lead strategic research initiatives to uncover user insights, identify growth opportunities, and continuously optimise digital products.
7. Build and scale design systems, component libraries, and workflows to ensure consistency, efficiency, and faster delivery across projects.
8. Oversee multi-project delivery across key accounts, ensuring high-quality outputs, on-time execution, and strong cross-functional collaboration.
9. Hire, mentor, and develop design talent, fostering a high-performing and scalable UI/UX team.

● UI/UX Lead

May 2019 - Nov 2021 | Kuala Lumpur, Malaysia

1. Drove UX & UI excellence across research, strategy, ideation, interaction, and visual design, ensuring every experience is user-centered and impactful.
2. Led design strategy to uncover user needs and business opportunities, shaping product visions and creating actionable roadmaps for end-to-end development.
3. Streamlined and scaled design workflows, guaranteeing consistent, high-quality deliverables that align with brand standards.

● UI/UX Course Instructor (Part Time)

Kuala Lumpur, Malaysia

1. Designed and delivered a 12-week online UI/UX bootcamp for 14 students from non-design backgrounds, successfully guiding them into the fundamentals of the field
2. Developed the curriculum from the ground up, structuring a beginner-friendly learning journey that equips students with practical skills to transition into UI/UX roles

● UI/UX Designer

Kuala Lumpur, Malaysia

1. Optimized the mobile app user experience by implementing a full suite of UX processes during a major app overhaul
2. Collaborated closely with the technical team to design and develop company products, including the website and mobile app, following Agile methodology

● Co-founder

Kuala Lumpur, Malaysia

1. Designed and created all digital marketing collateral and branding elements from the ground up
2. Engaged directly with users to validate problems and solutions using Lean Startup methodology
3. Collaborated closely with the technical co-founder to design the product from initial concept through to high-fidelity design

● Graphic Design Executive & Lean Startup Practitioner

Kuala Lumpur, Malaysia

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.


 **INVOKE**
Mar 2023 - Jun 2023

 **ServisHero**
May 2017 - May 2019

 **Bereev**
Sep 2017 - Apr 2018

 **CodeArmy**
Sep 2017 - Apr 2018

Education

 **Next Academy**
2018

● Front-end Web Development Bootcamp

Kuala Lumpur, Malaysia


Graduated from NEXT Academy Front-End Web Development Bootcamp, achieving working proficiency in HTML, CSS, and JavaScript within an accelerated 2-week timeframe

 **Universiti Sains Malaysia**
2013 - 2016

● Bachelor of Science (Physics) (Honours)

Penang, Malaysia

Graduated with CGPA 3.5

 **Taylor's College Sri Hartamas**
2010 - 2012

● A-Level, Physical Sciences

Kuala Lumpur, Malaysia

1. A — Mathematics
2. B — Physics
3. B — Further Mathematics
4. C — Chemistry

Skills

Tools and Softwares

Figma • Wordpress • Webflow • Adobe XD
Adobe Photoshop • Adobe Illustrator
Google Suite Google Analytics • Hotjar • Miro
ClickUp • Slack • Trello • Rotato

AI tools

ChatGPT • Gemini • Perplexity • Kive
ElevenLabs • Lovable • Base44
n8n (still learning) • Claude (still learning)

Technical skills

UI Design • UX Strategy • Visual Design
Advanced Prototyping • Art Direction
Illustration • Graphic Design
WordPress Development
Webflow Development • Technical SEO
HTML • CSS Physics • Calculus

Soft skills

Leadership • Lean Startup Methodology
Agile Methodology • Strategic Planning
Product Management
Client Services Management
Training and Development

Interests

Sports and lifestyle

Pickleball • Powerlifting
Obstacle Course Racing • Modeling • Camping
Cafe hopping • Travelling