



RAZIN YUZER

SPECIALISING IN UX, UI, & BRAND DESIGN TO FORM STUNNING VISUALS AND IMMERSIVE EXPERIENCES.

I am a passionate and empathetic person. I use that to build understanding and guide my actions in finding the best solution through research & exploration. I worked closely with stakeholders, product owners & developers in creating customer-centric products. I work well both on a team and independently.

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📍 Putra Heights, Selangor, Malaysia

EXPERIENCE

- **HEAD OF PRODUCT DESIGN, 2022 - CURRENT**
PRUDENTIAL SERVICES ASIA SDN BHD
 - Oversees the implementation of product design and development policies, objectives, and initiatives.
 - Directs the design, development, and enhancement of new and existing products/product lines.
 - Evaluates and ensures design feasibility and design optimization.
 - Evaluates issues and provides resolution and communicates and influences top management.
 - Creates functional strategies and specific objectives design work.
 - Work closely with product managers, developers, and other stakeholders to drive the design strategy and execution of all of our product initiatives.
- **UX SPECIALIST, 2019 - 2022**
BOOST CREDIT SDN BHD
 - Worked and awarded the Digital Bank Projects Licence Malaysia Project.
 - Lead, plan, manage and execute the end to end UX design process for Aspirasi, the **micro-financing** and **micro-insurance** platform by Axiata Digital.
 - Work closely in collaboration with various stakeholders i.e. **Business Development** team to design products and assess its capability; **Developers and Technology** team in designing and implementation of design and features; **Market Research** team to understand market response and user experience.
- **UX UI SPECIALIST & DESIGN LEAD, 2018 - 2020**
CMG TECHNOLOGIES

Responsible for the UI & UX Interaction Design. Explore different approaches to solve user problem and to ensure that the product flows logically, by conducting research & user's behaviour testing. Designing UI visually communicates the UX's path. Adopt agile and waterfall method depending on the project teams.
- **ART DIRECTOR / SENIOR DESIGNER, 2017- 2018**
CARNABY PRODUCTION

To develop creative ideas and communications objectives according to management and transform them into innovative concepts and design. Also responsible with visual components and brand strategy.
- **CHIEF DESIGN OFFICER, 2015 - 2017**
ZUMETRY DESIGN

Founder; Planning & oversees Design Projects and Policies. The role involves working closely and listening to clients and understanding their needs and problem solving through planning and design.
- **DESIGN CONSULTANT, 2014 - 2015**
OGILVY & MATHER (MALAYSIA)

Organizing and consulting on design ad campaign and projects while leading and working in teams to achieve the design brief by the clients.
- **SENIOR CREATIVE DESIGNER, 2012 - 2014**
PLUSMORE STUDIO

Oversees design projects. Responsible for creating design solutions that have the optimum communication delivery and high visual impact. Meeting potential clients and expanding the business through diversification with contacts.
- **FREELANCE DESIGNER, 2008 - 2012**

Create visual concepts, communicate ideas that has been briefed by clients. Develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

AWARDS

- **MSC MALAYSIA APICTA 2020 AWARD**
Fintech Award - Finance & Accounting Solutions 2020
- **FINTech AWARD FOR FINANCIAL SERVICES**
Malaysia Technology Excellence Awards 2020
- **GOLD AWARD IID - INVENTION, INNOVATION AND DESIGN (MALAYSIA)**
Received a GOLD AWARD on a design project with UiTM related with Palm Oil Design and Technology.
- **8 DEAN'S AWARD UiTM - DIPLOMA & DEGREE**
Received 8 Dean's Award during studies in UiTM.

EDUCATION

- **PRODUCT DESIGN (INDUSTRIAL DESIGN)**
2007 - 2012
Universiti Teknologi Mara, Malaysia
- **ACTUARIAL SCIENCE**
2003 - 2006
Universiti Teknologi Mara, Shah Alam, Malaysia
- **SEKOLAH TUANKU ABDUL RAHMAN**
1998 - 2002
UPSR, SPM, Orchestra, Rugby

SKILLS

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|----------------------|-----------------------|
| ● LEADERSHIP | ● UX RESEARCH |
| ● DESIGN WORK-SHOP | ● UX WRITING |
| ● UX DESIGN | ● LEAN UX |
| ● UI DESIGN | ● AGILE METHOD |
| ● UX STRATEGY | ● DESIGN SPRINT |
| ● INTERACTION DESIGN | ● WEB DESIGN |
| ● PROTOTYPING | ● MOBILE & APP DESIGN |
| ● WIREFRAMING | ● BRAND STRATEGY |
| ● USER JOURNEY | ● GRAPHIC DESIGN |