

# RAZIN YUZER

UX Product Design Leader & UX Strategist

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## PROFESSIONAL SUMMARY

Award-winning UX & Product Design Leader with 15+ years driving digital innovation across fintech, banking, insurance, lifestyle, and retail tech in Southeast Asia. Experienced in leading multi-country design teams, aligning product vision with business growth, and transforming concepts into market-ready solutions through research, experimentation, and data-driven design.

## DOMAIN EXPERTISE

STARTUPS | FINTECH | DIGITAL BANKING | INSURANCE | F&B RETAIL TECH | HEALTHCARE | PROPERTY

## EXPERIENCE

### PRINCIPAL UX/PRODUCT CONSULTANT, 2024-CURRENT

#### RY CONSULTING

- Partnered with agencies, fintech, and corporate innovation teams to align UX strategy with business goals.
- Led discovery UX workshops to uncover user needs and validate solutions faster.
- Consulted executives on design systems and UX metrics to drive consistency and 20–30% faster delivery cycles.
- Mentored and structured UX/Product teams to elevate design maturity and delivery performance.

### HEAD OF PRODUCT DESIGN, SENIOR MANAGER, 2022 – 2024

#### PRUDENTIAL SERVICES ASIA SDN BHD

- Established and led the Regional Centre of Excellence for Digital Experimentation, driving product discovery and concept validation across Southeast Asia.
- Directed UX strategy for Deen App, scaling agent acquisition funnels by 12x and building an engaged Islamic lifestyle community.
- Defined a Shariah-aligned UX & Product Blueprint for Prudential Syariah Indonesia, enabling cross-country alignment and compliance.
- Facilitated cross-functional product discovery workshops across Malaysia, Indonesia, and China, ensuring alignment between business, tech, and design.
- Scaled design standards by implementing regional design systems and UX frameworks adopted across multiple markets.

### LEAD UX SPECIALIST, 2019 – 2022

#### BOOST BANK (FORMERLY BOOST CREDIT / ASPIRASI – AXIATA DIGITAL)

- Spearheaded UX & Product Strategy that secured Malaysia's first Digital Bank License, aligning regulatory requirements, business goals, and design vision.
- Designed high-conversion financial journeys, including Project Stardust (RM12M disbursed to 3,500+ MSMEs, achieving 20% CVR).
- Drove viral adoption through the Rakan Kongsi referral program, boosting product conversions by 70%+ via growth-driven UX design.
- Led end-to-end UX for Boost Bank App prototype, streamlining onboarding, eKYC, and introducing goal-based saving features to enhance customer retention.

### UX UI SPECIALIST & DESIGN LEAD, 2018 – 2019

#### CMG TECHNOLOGIES

- Shaped UX strategies that addressed client business objectives and opened opportunities for feature innovation – resulting in improved ordering efficiency and customer experience
- Drove product innovation, introducing new-to-market features such as mobile-first flows and dynamic menu personalization adopted across multiple brands
- Led UX revamp of Pharmaniaga's healthcare logistics system, streamlining digital workflows for pharmacists and field operations

### ART DIRECTOR / CREATIVE DIRECTOR, 2017– 2018

#### CARNABY PRODUCTION

- Stepped up as **Acting Creative Director** during leadership transition, managing design delivery, mentoring junior designers, and ensuring business continuity.
- Led brand and creative strategy across multi-channel campaigns, ensuring consistent, impactful messaging aligned with client business objectives.

## EXPERIENCE

### CHIEF DESIGN OFFICER, 2015 - 2017

#### ZUMETRY DESIGN

- Founded design studio delivering UX and branding projects for SMEs and startups.
- Executed projects from concept to completion while balancing creative leadership with operational management, including client engagement and team collaboration.

### DESIGN CONSULTANT, 2014 - 2015

#### OGILVY & MATHER (MALAYSIA)

- Produced digital visuals, UI components, and interactive layouts for high-profile marketing campaigns across industries
- Collaborated closely with creative directors and copywriters to ensure designs aligned with brand voice and campaign objectives

### SENIOR CREATIVE DESIGNER, 2012 - 2014

#### PLUSMORE STUDIO

- Managed end-to-end design projects – from concept to delivery – including comms, pitch decks, and brand assets that delivered high visual impact and message clarity
- Supported business development and expanding service offerings via design consultation and strategic outreach

### FREELANCE DESIGNER (UX, BRAND, CREATIVE), 2008 - 2012

- Delivered UX and visual design solutions for corporate, government, and SME clients – from discovery to final execution
- Managed client relationships and translated business needs into impactful digital and brand experiences

## EDUCATION

#### PRODUCT DESIGN (INDUSTRIAL DESIGN)

Universiti Teknologi Mara, Malaysia 2007 - 2012

#### ACTUARIAL SCIENCE

Universiti Teknologi Mara, Malaysia 2003 - 2006

## CORE STRENGTHS

#### LEADERSHIP & STRATEGY

• UX Team Management • DesignOps • Cross-Functional Alignment • Product Roadmap • KPI/OKR Execution • Vision Mapping

#### UX/PRODUCT SKILLS

• Product Discovery • User Research • Prototyping • Scalable Design Systems • Usability Testing

#### TOOLS / METHODS

• Figma • Adobe CC • Agile • Lean UX • MVP Strategy • Journey Mapping • Wireframing • Interaction Design

## KEY PROJECTS & ACHIEVEMENTS

#### MALAYSIA'S DIGITAL BANK LICENSE BLUEPRINT (2022)

- Secured Malaysia's first Digital Banking License as part of the core strategy team.
- Designed UX for regulatory-compliant journeys, mapped underserved segments, and aligned with BNM requirements.

#### COVID-19 MSME EMERGENCY FINANCING (STARDUST)

- Launched in 1 week during COVID to support small businesses.
- Enabled RM12M disbursement to 3,500+ MSMEs with a 20% conversion rate and 10K+ weekly site visits.

#### FINTECH AWARD FOR FINANCIAL SERVICES 2020

Malaysia Technology Excellence Awards 2020

#### BOOST BANK APP

- Defined the product strategy foundation, aligning new banking features with user needs and regulatory requirements

#### 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.

#### MSC MALAYSIA APICTA 2020 AWARD

Fintech Award - Finance & Accounting Solutions 2020