



IKRAMFADLI AZMAN

SENIOR UI/UX DESIGNER

UI/UX Designer with 7+ years of experience designing complex, user-centered digital products across various industries. Skilled in end-to-end design, design systems, accessibility, and cross-functional collaboration to deliver production-ready solutions.

📞 010-2419494

✉ ikramfadli07@gmail.com

🌐 www.ikramfadli.com

📍 Cyberjaya, Selangor

EDUCATION

University Kuala Lumpur

Bachelor of Interactive Multimedia
2015-2018

Kolej Poly-Tech MARA

Diploma in Multimedia
2012-2014

SKILLS

Figma & Adobe XD

Adobe Photoshop

Adobe Illustrator

User Research

Usability Testing

UI Design & Prototyping

Cross-Functional Team

Responsive Design

LANGUAGE

English

Bahasa Melayu

WORK EXPERIENCE

Senior Product Designer

Mar 2025 – Present

HRD Corp

Led UX design for multiple enterprise systems including booking, conference, inventory, merchandise, and learning platforms. Improved workflows, engagement, and operational efficiency reducing errors, training time, and admin workload while increasing adoption and resource optimization.

Senior UI/UX Designer

Mar 2023 – Mar 2025

Petronas Digital Sdn Bhd

Contributed to offshore logistics, enterprise platforms, and SaaS systems for oil & gas. Led UX for fuel and turnaround management solutions, improving operational efficiency, sustainability tracking, and multi-device enterprise platform usability.

UI/UX Designer

Apr 2021 – Mar 2023

RF Infinite Sdn Bhd

Led UX design across platforms and industries, driving cross-functional collaboration, inclusive accessibility, and responsive, end-to-end user journeys from e-commerce super apps to media monitoring and automotive safety solutions.

Multimedia & UI Designer

Apr 2019 – Apr 2021

Brilliance Information Sdn Bhd

Led multimedia team as Assistant Lead, delivering UI for government systems and client-focused interfaces. Produced digital content and graphics while ensuring usability, branding consistency, and stakeholder compliance across projects.

IKRAMFADLI AZMAN

Senior UI/UX Designer | Product Designer

- 010 - 2419494
- ikramfadli07@gmail.com
- www.ikramfadli.com

UI/UX Designer with 7+ years of experience creating clean, user-centered digital experiences across industries such as e-commerce, enterprise systems, oil & gas, and desktop publishing. Skilled in end-to-end design from discovery, user flows, and wireframes to prototyping and pixel-perfect UI primarily using Figma and related design tools. Experienced in building and maintaining design systems for consistent and scalable interfaces.

WORK EXPERIENCE

► Senior Associate - Senior Product Designer | HRD Corp

Mar 2025 – Present

- **Meeting Room Booking System** - Developed a user-friendly booking system with streamlined workflows, collaborating with BAs and developers to improve efficiency. This reduced admin tracking time by 40% and minimized double-bookings, leading to smoother operations and better resource utilization.
- **Conference Platform Modernisation (NHCCE 2025)** - Redesigned the NHCCE real-time conference app platform, updating UX/UI to industry standards and improving user flows. This resulted in a 25% increase in attendee engagement, smoother navigation, and a stronger perception of the company's digital capabilities.
- **Inventory & Uniform Distribution System** - Designed a system with user/admin modules for uniform distribution and inventory tracking. The platform reduced manual errors by 60%, cut distribution lead times, and optimized stock management, lowering wastage costs.
- **Merchandise Request & Management System** - Created a merchandise request platform with clear UI, inventory tracking, and approval workflows. This sped up request processing by 50% and improved visibility for management, resulting in better budget control and resource allocation.
- **Learning Platform UI Enhancements** - Redesigned key UI components of Akademi Kesuma's learning platform, improving engagement and navigation. These enhancements boosted learner satisfaction, reduced drop-off rates by 20%, and increased platform adoption across departments.
- **Interactive User Guide Development** - Implemented multi-role interactive manuals for Akademi Kesuma using Guidde, enhancing clarity and onboarding. This reduced training time for new users by 35%, lowered support tickets, and freed up staff hours for higher-value tasks.

► Senior UI/UX Designer | Petronas Digital Sdn Bhd

Mar 2023 - Mar 2025

- **Offshore Logistics Digitalisation** - Contributed to Petronas STEAR product system ("Uber at sea" concept) for vessel voyage operation management, enhancing offshore logistics efficiency.
- **B2B Website Overhaul** - Managed and redesigned STEAR.CO official site, improving features and alignment with B2B requirements.
- **Enterprise Platform Enhancements** - Collaborated on MyPetronas intranet media posting platform and customised voyage tracking in Platform+.
- **Sustainability Tracking Solutions** - Supported development of Carbon Emission Tracking Calculator within STEAR for environmental reporting.

- **Mobile Responsiveness Implementation** - Applied responsive design across Platform+ for seamless multi-device access.
- **SaaS Multi-Module Development** - Contributed to Platform+ SaaS system with four modules: Super Admin Portal, Tenant Admin User, My Organization, and Roles Management.
- **Corporate Website Delivery** - Developed Virtus official website covering four pillars (People Safety, Asset Integrity, Asset Optimization, Connectivity) plus product showcase.
- **Fuel Management System Leadership** - Led design and UX for STEAR's Fuel Management System.
- **Turnaround Platform Leadership** - Led PITSTOPS Flange Management System (template, planning, execution modules) to streamline plant turnaround operations.

► **UI/UX Designer | RF Infinite Sdn Bhd**

Apr 2021 - Mar 2023

- **Cross-Functional Collaboration** - Partnered closely with developers throughout design and development phases, ensuring technical feasibility and design fidelity in the final product.
- **UX Research & Design Workshops** - Actively engaged in design discussions, usability reviews, and user experience sessions to optimise layouts, navigation, and interaction flows.
- **Prototyping & Workflow Design** - Created user task flows, wireframes, and high-fidelity prototypes using Miro, Figma, and Adobe XD to communicate and validate design concepts.
- **Cross-Platform Experience Design** - Delivered consistent, responsive experiences across devices, from wide-screen web applications to mobile, incorporating the Four C's (clarity, consistency, continuity, and context).
- **Inclusive & Accessible Design** - Applied Equity-Focused Design and Next Billion User (NBU) accessibility principles to ensure usability across diverse demographics and device constraints.
- **E-Commerce Super App Development** - Led the full user journey design for Pcari.my (local shopping super app), covering both User and Seller flows from the ground up.
- **Media Monitoring Platform** - Contributed to the design of a mobile-friendly media monitoring system, improving accessibility for on-the-go users.
- **Automotive Safety Digital Solutions** - Participated in the design and development of ASEAN NCAP web and mobile platforms for the Malaysian Institute of Road Safety Research (MIROS), supporting regional automotive safety initiatives.

► **Multimedia & UI Designer | Brilliance Information Sdn Bhd**

Apr 2019 - Apr 2021

- **Team Leadership Support** - Served as Assistant Lead in the multimedia team, guiding creative output and ensuring quality control across deliverables.
- **Government Digital Solutions** - Designed and delivered UI for multiple government agencies and systems including uCustoms, PNM, MBSA, RMS, Immigration Department of Malaysia, UCAPPS, and MATRADE, aligning with compliance and stakeholder requirements.
- **Client-Centric Interface Design** - Created webpages, front pages, and login screens tailored to client specifications, balancing usability with organisational branding.
- **Multimedia Content Production** - Produced and developed graphics for diverse applications including websites, banners, posters, and digital advertisements, supporting both functional and promotional needs.

SKILLS

Software Tools Skills

- Figma & Adobe XD
- Adobe Photoshop, Adobe Illustrator & Canva
- Jira, Notion, Microsoft Azure & Asana
- Miro & Figjam

Technical Skills

- User Research & Usability Testing
- UX/UI Design & Prototyping
- Agile Development
- UX Leadership & Cross-Functional Team Collaboration
- User Acceptance Testing

EDUCATION

Bachelor of Interactive Multimedia Design

2015 – 2018

University of Kuala Lumpur (UniKL) | Malaysian Institute of Information Technology (MIIT)

Diploma in Multimedia

2012 - 2014

Kolej Poly-Tech MARA (KPTM)

LICENSES & CERTIFICATIONS

- MBOT Graduate Technologist
- Certified Usability Analyst (CUA) by Human Factors International (HFI)
- Agile Project Management by HP Life
- Stakeholders Relationships Management by Alison
- AI Product Masterclass: Agile Development, Design Thinking & ChatGPT by Alison
- Understanding UX And Website Usability by e-Latih
- User Testing and UX audit by e-Latih
- Strategic Thinking Skills by e-Latih

OTHER

- **References** - Mr Husnul Hadi - 019 - 987 5226
- **LinkedIn** - Muhammad Ikramfadli
- **Portfolio** - www.ikramfadli.com