CURRICULUM VITAE

# Badriozzaman Abu

Senior product designer with a degree in Mechatronic Engineering from Universiti Teknologi Malaysia. I design fintech and other complex platforms end to end and build the design systems behind them. I also use an AI-assisted process to take work from design to tested production, and I mentor the designers I work with.

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## Experience

NOV 2023 – NOW

### Senior UI/UX Designer

Corporate advisory group managing a forex brokerage's Southeast Asia operations

- Redesigned the CRM, back office and client portal. Critical tasks went from 5 clicks to 2, task success rose 27%, and satisfaction went from 48% to 70% (n=64).
- Built a design system for the finance apps that cut design debt by 60% and made handoff faster on web and mobile.
- Set up an inventory list for each module as the team's single source of truth, plus a weekly review of four delivery numbers.
- Redesigned the corporate website. Annual visitors grew 50% to over 300K, and campaign assets drove a 25% lift in sign-ups.
- Led a brand audit and a plan to correct the brand's reputation in search and AI answers (SEO, AEO, GEO).

2025 – NOW

### Product & Design Lead

Digital products for enterprise and government clients

- AEON Akademi, a gamified learning platform for AEON's G-Level staff. Over 1,000 of about 4,500 staff activated in the first week. On the old platform, under 1% finished the first module.
- EventDuos, an event platform covering registration through venue check-in. Since November 2025 it has handled 3,360 registrations, 2,704 QR passes and 653 check-ins.
- SemaiSens, agri-tech software that turns satellite and weather data into field advice for Malaysian crops, with the evidence for each alert.
- Directed AI agents to design, build and test a studio website. Automated tests grew from 24 to 57.

AUG 2022 – SEP 2023

### Creative Media Executive

Agri-commodity venture

- Wrote brand guidelines for every platform, which cut design inconsistencies by 30%.
- Built a shared library of 100+ assets so campaigns could launch faster.
- Raised creative output by 40% across 50+ deliverables, all on brand.

NOV 2020 – MAY 2022

### UI/UX Designer

Digital product studio

- Built design systems for 5+ client projects. Consistency rose 45% and new features took 30% less time to produce.
- Found friction points with Hotjar and Google Analytics. The fixes lifted conversion 18% and cut bounce rate 25%.
- Ran launch campaigns for a website-builder template that helped grow revenue 25% year on year.

**PRODUCT DESIGN**

Complex flows, information architecture, prototyping, usability testing, UX audits

**SYSTEMS**

Design systems, component libraries, design ops, delivery metrics

**AI-AUGMENTED DELIVERY**

Claude Code, multi-agent review, decision logs, test gates

**TOOLS**

Figma, Framer, Adobe Photoshop, Illustrator, InDesign, Articulate 360

**FRONT END**

Next.js, Svelte, HTML/CSS/JS

**LANGUAGES**

English (fluent), Bahasa Malaysia (native)

**UNIVERSITI TEKNOLOGI MALAYSIA**

B.Eng. Mechatronic Engineering

**INTERACTION DESIGN FOUNDATION, JAN 2025**

Advanced UX/UI Design