

Shafiq Effendy

Product Designer

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PROFESSIONAL OVERVIEW

Design Engineer with 4 years of experience designing and implementing responsive web and mobile applications across enterprise, operations, distribution, event technology, and consumer platforms. Experienced in taking products from 0–1 and improving existing applications through UX design, design systems, and front-end development. Skilled in Figma, HTML, CSS, JavaScript, Razor, ASP.NET MVC, Blazor, React, and TypeScript.

WORK EXPERIENCE

UX Designer | Gain Secure Sdn Bhd, Malaysia AUG 2023 – PRESENT

- **Worked as the solo designer** across multiple client-led products, owning UX/UI work from requirements and user flows through design, implementation, and delivery.
- **Designed and implemented** responsive web and mobile products across enterprise, operations, distribution, and event technology, connecting UX decisions directly to production implementation.
- **Translated** business requirements and existing workflows into user flows, responsive interfaces, and reusable UI patterns, improving consistency across multiple products.
- **Built** Figma designs using HTML, CSS, JavaScript, Razor, ASP.NET MVC, and Blazor, delivering maintainable interfaces within existing technical constraints.
- **Standardised** reusable components and patterns for forms, tables, filters, alerts, modals, navigation, and responsive states.
- **Collaborated** with developers and product stakeholders on APIs, data structures, application logic, responsive behaviour, and implementation details.

UI/UX Designer | Intelliware Solutions Sdn Bhd, Remote APR 2022 – JAN 2023

Front End Developer (Internship) | AIME Healthcare, Kuala Lumpur OCT 2020 – APR 2021

PROJECTS

VSTECs Distribution Platforms | APR 2025 – AUG 2025

- **Designed and implemented** a payment experience from 0–1, **delivering the workflow from product requirements through frontend implementation.**
- **Redesigned and implemented** existing Developer, Internal, and Reseller portals, **improving consistency across multiple platform workflows.**

FIVE Petroleum Operations Platform | APR 2024 – DEC 2024

- **Designed and implemented** the FIVE Subsidised Portal from 0–1, **establishing workflows, forms, validation, and responsive interfaces for subsidy operations.**
- **Designed and implemented** SKDS/SKPS integration across the FIVE Back Office and application, **connecting programme requirements with existing operational workflows.**
- **Designed** payment flows from 0–1, **creating supporting user journeys and interface states for the payment experience.**

- Daikin

Indoor Air Quality Monitoring | FEB 2024 – MAR 2024

 - Designed and implemented a real-time indoor air-quality monitoring experience from 0–1, translating monitoring requirements into responsive interfaces and frontend components.
- Konfx

Event Technology Platform | NDA

 - Implemented the frontend revamp of existing Konfx applications, supporting event workflows from management and operations through consumer-facing experiences.
 - Developed responsive interfaces across multiple applications while working within existing application architecture and business logic, supporting the broader product revamp.

SKILLS

PRODUCT DESIGN		
User flows	Wireframing & Prototyping	Interaction & Responsive design
Information hierarchy	UX writing	Design process documentation
DESIGN SYSTEM		
Foundation libraries	Figma variables & Code Connect	Multi-mode theming
Semantic & component tokens	Component APIs	Components Anatomy & Props
FRONT-END		
HTML, CSS & JavaScript	ASP.NET MVC, Core, Blazor & Razor	JS Frameworks: React, Vue & Vite
TypeScript	pnpm, Turborepo & Git	
ACCESSIBILITY		
Colour contrast auditing	Touch targets & reduced motion	Inclusive design
Keyboard focus navigation	Non-colour validation cues	
RESEARCH		
Research planning	Journey & affinity mapping	Usability testing
Secondary research	Heuristic evaluation	
TOOLS		
Figma & FigJam	VS Code & GitHub	Visual Studio & Azure DevOps
Notion	Claude Code & Codex	

EDUCATION

Diploma in Information Technology | SEGi College Kota Damansara, Petaling Jaya

Graduated: 2021