

Hadi Muhsin

UX | Product Design

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Skills

UX Methods

User Research

Competitive Analysis

Information Architecture

Customer Journey Mapping

Wireframing

Prototyping

User Interface Design

Usability Testing

Tools

Figma

Sketch

InVision

Zeplin

Botsociety

Adobe CC

G Suite

Microsoft Office

Development

HTML

CSS

Award

Anugerah MENDAKI Award,

Yayasan MENDAKI

September 2014

Profile

Curious, methodical and responsible user experience (UX) designer with 2 years of experience. Core competencies include product, agile development process, design research and graphic design. Seeking to work in a great team to make a difference and continue evolving as a UX Designer.

Professional Experience

Product Designer, Ninja Van

February 2020 – present | Singapore

- Collectively streamlined and improved agile development process across product and engineering teams.
- Planned and conducted user research across 6 Southeast Asia markets and generated actionable insights to improve user experience.
- Defined user personas and mapped flowcharts and customer journey maps that are used across teams.
- Developed prototypes and designed interfaces for external products such as Ninja Dashboard and NinjaChat.
- Validated designs through usability testing.
- Designed and standardised Design System documentation.

Design Assistant, Innosparks Pte Ltd, an ST Engineering Lab

July 2018 – September 2018 | Singapore

- Prototyped a high-fidelity mobile app for Smart Wheelchair.
- Designed 2 graphic adaptations of print and digital collaterals for products such as AIR+ Kids.

Graphic Designer, Denstu Singapore

March 2017 – August 2017 | Singapore

- Conceptualised and designed advertising campaigns for local and multinational brands (Canon, National Library Board, Sentosa, Subway and Toyota).
- Developed 3 visual assets for pitches with different teams.

Creative Intern, Young & Rubicam Singapore

October 2016 – January 2017 | Singapore

- Applied learning in conceptualising and designing advertising campaigns for local and multinational brands (Caltex, M1, Popeyes, Robinsons and Workforce Singapore).

Education

User Experience Design Immersive Programme Graduate,

General Assembly

October 2019 – December 2019 | Singapore

- Applied learning in user experience (UX) research and design.
- Developed and designed 5 projects ranging from mobile apps to service design with different teams.

Bachelor of Arts in Communication Design, 2nd Upper Class Honours,

Singapore Institute of Technology

September 2017 – June 2019 | Singapore

- Conducted design research on Singapore's Park Connector Network (PCN) wayfinding and developed branding and wayfinding design guidelines.

Diploma in Visual Communication and Media Design (with Merit),

Singapore Polytechnic

April 2011 – May 2014 | Singapore

- Chairperson for SP Design School's graduation show, Edition 14.8
- Director's Honours List Academic Year 2011/2012