Ahmadsyah Zhafrie Mohamed Nasir

Senior Product Designer · Product Discovery · Design Systems · Accessibility · AI UX

Kuala Lumpur, Malaysia (UTC+8) · Open to hybrid, on-site or remote · Available now

+60 13-203 2591 · ahmadsyahzhafrie@gmail.com · linkedin.com/in/ahmadsyahzhafrie · Portfolio: ahmadsyah.vercel.app

SUMMARY

Senior product designer with 15+ years across enterprise SaaS, e-commerce, AI, HR tech and government products. I work hands-on from discovery to delivery: research, information architecture, UI, design systems, and front-end prototypes in React with AI-assisted tools. I built a design system from scratch to full adoption, designed game and engagement mechanics, and ran 200+ research sessions across four regions. Results: exit rate down 44%, support tickets down 60%, user confidence up from 40% to 73%.

HIGHLIGHTS

- **Game and engagement systems:** quests, points, badges, leaderboards, rewards and a live auction across 15+ modules (Selfdrvn).
- **Discovery that sets direction:** baseline studies, interviews, journey mapping, usability testing and a workshop with the heads of the departments behind the AI chatbot; findings that changed what the team built (Dell).
- **Supporting the craft:** mentored designers across a distributed team and led a junior designer through early exploration (Dell).
- **Founding design work:** a company's first design system (Randstad) and a new multi-role platform as its only designer (NIMS).
- **Trust by design:** accessibility built in from the start, and an AI assistant redesigned around user confidence.
- **Fast prototyping:** Figma prototypes and working React builds with AI-assisted tools (Claude Code).

SKILLS

- **Design:** product design, information architecture, interaction design, prototyping, design systems (components, tokens, variables), WCAG accessibility
- **Research & data:** moderated usability testing, interviews, card sorting, accessibility testing, A/B testing, Adobe Analytics, heatmaps, session replay
- **Tools & build:** Figma, FigJam, Miro, UserTesting, Storybook, Adobe CS; React, Express, PostgreSQL, HTML/CSS/JS; AI-assisted development (Claude Code, ChatGPT)

EXPERIENCE

Freelance Product Designer | Public-sector clients, under NDA · Remote *Jan 2026 – Present*

Featured project, NIMS (sole designer and builder; working prototype, project ended before launch): multi-tenant inventory and asset platform for a public-sector digital-inclusion programme running community internet centres.

- Owned the whole product: research, IA, flows, UI, design system and a working front-end prototype (React, Express, PostgreSQL).
- Designed 4 role-based views (HQ, regional coordinator, site manager, admin) with staged approvals that follow the real reporting chain.
- Built one Required Action inbox so coordinators clear every pending approval from a single screen.
- Ran 2 rounds of usability testing; findings reshaped asset-entry rules, date format and the tablet/mobile layout used on site.
- Wrote the PRD and a 100-page illustrated user guide, and designed one-click Excel reports so non-technical managers could use it without training.

Product Design Lead | UST Global, Dell Technologies account *Sep 2022 – Oct 2025*

Enterprise UX for e-commerce, AI support, sales enablement and internal platforms; distributed team across 4 regions.

- **Cut the purchase-journey exit rate by 44% (10.4% → 5.8%)**, sustained 3 months after launch, by restructuring comparison IA after a baseline study and a 19-competitor benchmark. Rolled out in 4 regions.
- Designed for Dell's Black Friday sale; profit up 3% compared with the previous year's Black Friday.
- **AI support chatbot: tickets down 60%, user confidence up from 40% to 73%** after a second research round with low-confidence and screen-reader users led to clearer language, visible progress and human escalation.
- Ran 200+ research and usability sessions across the Americas, EMEA, APAC and India, including screen-reader and keyboard-only testing.

- Annotated WCAG requirements on every design for 10 engineers in 4 geographies; fixed contrast, focus order, headings and table semantics.
- Designed server-configuration and sales-enablement tools, and built the shared component library that shortened review cycles.
- Mentored designers across the distributed team and led a junior designer through early exploration.

Senior UI/UX Designer | Selfdrvn *Sep 2021 – May 2022*

Gamified employee-engagement platform: game mechanics that motivate everyday behaviour, on desktop and mobile.

- Designed the game layer end to end: quests, points, badges, leaderboards, rewards and a live auction across 15+ modules, desktop and mobile in parallel.
- Led discovery research and user interviews to turn behavioural mechanics into flows people understood straight away.
- Designed points, rewards-redemption and live-auction flows with payment-level clarity, plus the Figma component system behind them.

Senior UI/UX Designer | Randstad Sourceright *Sep 2019 – Aug 2021*

- **Built the company's first design system: 60+ Figma components, reaching 100% adoption** across product teams and 50+ engineers.
- Wrote the usage guidelines, contribution standards and accessibility requirements; shipped into Vanilla JS, Angular and React with Storybook docs.
- Delivered 6 months ahead of schedule; removing redundant flows also gave a 25% server performance gain.

Senior Executive IT (UX) | ECERDC, government *Sep 2017 – Aug 2019*

- Designed a multi-state investment analytics dashboard for GM-level stakeholders; cut 50 data columns to 15 KPIs with progressive disclosure.
- Replaced 4+ hours of daily manual spreadsheet work per analyst with real-time visualisation.

Earlier career | Agency and in-house teams *2008 – 2017*

- Led a web usability research team at Skali Web Services whose findings MAMPU adopted as the reference for Malaysian government portal design.
- UI/UX and front-end roles at The Edge Communications, Warner Chappell Malaysia, Optima Innovation, Motionworks and others.

EDUCATION & CERTIFICATIONS

- Bachelor of Multimedia (Hons), Digital Media, Multimedia University
- Certificate in Designing for Accessibility · Google UX Design Specialization · IBM Enterprise Design Thinking Practitioner · Professional Certificate in Product Design