Zulazfar Ahmed

UX/UI Designer

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Experienced UX/UI designer with 8 years of experience creating end-to-end user-centred designs. Proficient in translating complex concepts into visually compelling digital experiences, I am also skilled in HTML & CSS coding and committed to delivering exceptional user experiences aligned with business or organisational goals.

Experience

UX/UI Designer
VML Singapore

Jan 2021 - Present

- Lead creation of user-centric digital products, websites, apps, and interfaces.
- Conceptualise and develop innovative solutions for projects and clients, blending creativity with user-focused design principles.
- Conduct comprehensive quantitative and qualitative research using analytics, interviews, and audits to inform project discovery.
- Perform heuristic reviews to evaluate existing user flows and propose actionable improvements.
- Collaborate with a cross-functional team for seamless project execution.
- Craft and manage human-centered artifacts, including interaction guidelines and component libraries, aligning with user needs and business goals.

Visual Designer
Method Media

Oct 2015 – Aug 2020

- Collaborated with cross-functional teams to define customer requirements and deliver feasible UI/UX solutions, leading to increased sales and traffic.
- Conducted design research, executed visual designs, and developed responsive websites using HTML & CSS for diverse clients, meeting marketing and stakeholder KPIs.
- Managed end-to-end project workflows, including data analysis, CMS training, and ensuring product quality, resulting in improved efficiency, cost reductions, and enhanced customer satisfaction.

Intern
Comwerks Interactive

Jul 2010 – Sep 2010

- Collaborated with Creative & Art Directors on designing websites for pro-bono clients, contributing to impactful digital solutions.
- Managed CMS for website content updates and proficiently converted EDMs to HTML, meeting weekly sales targets.

Education

The Glasgow School of Art (Singapore)

Bachelor of Arts (Hons, Second Upper) in Communication Design

Sep 2013 – Jun 2015

Temasek Polytechnic School of Design

Diploma in Interactive Media Design

Apr 2008 – Apr 2011

Skills

Design Thinking	Data & Analytics	Adobe Illustrator
Experience Audit	Design Sprints	Adobe Photoshop
Information Architecture	Design System	Axure RP
Interaction Design	HTML & CSS	Figma
Product Discovery	Photography	Miro
Usability Testing	Post-processing	Sketch
UX Research	UI Design	Zeplin
Wireframing	Workshop Facilitation	