



Mohd Hazim

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Malaysian UI/UX Designer with 10+ years of experience leading data-driven, consumer-facing products across e-commerce, SaaS, and fintech in Europe and Southeast Asia. Skilled in shaping UX strategy, scaling design systems, and aligning cross-functional teams to deliver measurable business impact. Bridges research, design, and engineering to improve product performance and usability.

Skills

User Interface, Journey Mapping, Design System, Wireframing, Rapid Prototyping, Data Analysis, User Research, Project Management, Visual Design, Illustrations, Motion Graphics, iOS and Android App Development, HTML and CSS Development.

Software

Figma, Figjam, Sketch, Miro, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Acrobat, Hotjar, Google Analytics, Visual Studio Code.

Experience

Stylight GmbH, Germany — *Lead UI/UX Designer*

April 2022 - Present

- Led UI/UX initiatives across the organization, partnering closely with VP-level stakeholders including Brand Marketing, COO, Product, and Engineering to shape and align UX with business strategy.
- Owned end-to-end product design for a large-scale fashion meta-search platform serving 160M annual users, driving mobile-first experiences for a user base with over 70% mobile traffic.
- Drove data-informed design decisions using qualitative and quantitative research (user interviews, usability testing, Hotjar, Google Analytics), improving engagement and conversion across key journeys.
- Defined and optimized information architecture and SEO-driven UX strategies, contributing to a 100% increase in organic visibility and improved discoverability.
- Built and governed a scalable design system, establishing standards for accessibility (WCAG), consistency, and cross-platform coherence across teams.
- Facilitated cross-functional workshops to embed design thinking practices, improving stakeholder alignment and elevating product decision-making across the organization.
- Introduced AI-assisted workflows for documentation and design-to-development handoff, improving team efficiency, clarity, and delivery quality.

CIMB Bank Berhad, Malaysia — *Senior UI/UX Designer*

October 2019 - March 2022

- Led design of enterprise-grade web and mobile banking experiences serving 8M+ users, balancing usability, compliance, and operational efficiency across critical financial journeys.
- Redesigned onboarding and transactional workflows, increasing mobile app sign-up rates by 40% and reducing processing time by 60%, while driving 90% of account openings to digital channels.
- Designed mobile onboarding experiences incorporating motion, interaction design, and behavioral incentives to improve activation, completion rates, and early user retention.
- Translated complex regulatory and operational requirements into intuitive user flows, ensuring clarity, trust, and scalability across platforms.
- Co-developed and scaled the MINT Design System across iOS, Android, and Web, improving consistency, reuse, and speed of delivery across multiple product teams.
- Facilitated design workshops and stakeholder alignment sessions across Product, Engineering, QA, and Compliance, driving shared UX standards and implementation quality.

Comfort Works Australia, Malaysia — *UI/UX Designer*

August 2017 - September 2019

- Designed and optimized end-to-end global e-commerce journeys, improving conversion and user experience across web and mobile platforms.
- Conducted usability and A/B testing to identify friction points and drive data-informed improvements.

- Defined UX requirements and interaction models for a custom CMS, improving content operations efficiency by 150%.
- Led and mentored junior designers, establishing design quality standards and improving consistency across digital outputs.

Comfort Works Australia, Malaysia — *Visual Designer*

August 2015 - August 2017

- Delivered cohesive, brand-led digital experiences including responsive landing pages, marketing campaigns, and packaging aligned with established design systems.
- Designed post-purchase journeys and lifecycle email flows to improve engagement and retention.
- Supported cross-channel storytelling through strong visual hierarchy, layout systems, and interaction-focused design solutions.

Education

University of The West of England, United Kingdom — *Bachelor's Degree*

January 2014 - June 2015

Bachelor of Arts (Honours) in Graphic Design (Type & Print major). 2:1 Second Upper Class

Saito College, Malaysia — *Diploma*

January 2010 - September 2013

Diploma in Graphic Design. CGPA 3.37

Certificates

Meta Front-End Developer Professional Certificate by Meta

January 2025 - Current

Data-Driven Design: Quantitative Research for UX by The Interaction Design Foundation

October 2023

Design Thinking: Data Intelligence by LinkedIn Learning

September 2023

UX Foundations: Research by LinkedIn Learning

September 2023

Projects

Share-lah — *Founding Product Designer*

2025 - Present

- Authoring a white paper on digital circular economies in Southeast Asia, analyzing food standards, waste regulations, and consumer behavior in Malaysia to inform product strategy and scalable platform opportunities.
- Defined product architecture, user flows, and system logic for a complex multi-stakeholder ecosystem, balancing user needs, business goals, and operational constraints.
- Led end-to-end product and system design, including scalable backend logic and role-based access control to support growth and efficiency.
- Optimized geospatial discovery and real-time matching by evaluating map services for dense urban environments, improving proximity search and surplus discovery.
- Developed high-fidelity, AI-assisted prototypes to rapidly validate concepts, simulate end-to-end journeys, and establish scalable UX patterns for a mobile-first platform.