

ABOUT ME

I'm Aliza, a Product Designer with a Master's in Human-Computer Interaction from the UK and extensive UX experience. With a business background, I bridge user needs and business goals to create strategic, user-centric designs. I've collaborated with clients across the UK, North America, Canada and Southeast Asia. Currently, I design for the automobile industry, driving (pun intended) innovation forward. Dedicated to continuous learning, growth, and collaboration, I thrive in teams that put users at the core of everything they do.

EXPERIENCE

Product Designer

Carro (Kuala Lumpur, Malaysia)

Jan 2024 - Present

- **Led two major design projects** within the first few months, driving end-to-end execution - including user research, user flows, design, stakeholder communication, and iterations.
- **Successfully launched a new feature** on the consumer website (web & mobile), enhancing user experience and engagement.
- **Delivered multiple new features** for the internal portal (mobile), improving usability and efficiency.
- **Currently designing a centralised ERP system and revamping the design system** to streamline workflows and boost user satisfaction.
- Designing an **innovative platform** to help users find their ideal cars while reducing internal workload.
- Conducted **extensive user research** to drive data-informed design decisions.
- **Collaborated cross-functionally** with stakeholders, PMs, developers, designers, and teams across finance, business, and marketing to ensure project success.
- **Leverage AI tools daily** to optimize design workflows; recently attended **Google's Build with AI conference** to stay at the forefront of AI integration in UX.

Digital Marketing Specialist, UX Strategist

Upwork (Worldwide)

May 2020 - Feb 2025

- Worked with **international clients** across the UK, North America, Canada and Southeast Asia.
- **Led and optimized** paid & organic digital campaigns to enhance UX, branding, and engagement.
- **Executed digital strategies** across industries, including construction, software, high-tech (Atlassian), B2B, B2C, home improvement, health & wellness, and digital art.
- Improved **SEO, website usability, and accessibility** through strategic design enhancements.
- **Analyzed user behavior and performance metrics** using analytics tools (Google Analytics, heatmaps, A/B testing) to **refine UX** and maximize conversions.
- Created **user-centric content and visuals** using industry-standard design tools.
- **Delivered research-driven insights** to stakeholders, advocating for data-informed design decisions.
- Collaborated with **global cross-functional teams** to align business goals with user needs.
- Ensured all clients' websites were growing in organic traffic and successfully maintained **Site Health scores of over 95%** for each website (Most sites in their industries hover around a score of 92%).
- Increased a client's following from **700+ to 50,000+** in three months through optimized content and engagement strategies.

EDUCATION

MSc Human-Computer Interaction

Newcastle University, United Kingdom

2022-2023

Graduated with **Distinction**.
Served as **Student Ambassador** for the university and **Publicity Officer** for the Archery Club.

BA in Business Administration (Hons.) in Marketing Management

Multimedia University, Malaysia

2016-2019

Dean's List all semesters. Graduated with **First Class Honours**. Served as the **Head of Public Relations** in the Students' Representative Council.

SKILLS

🧠 User Experience Design

Proficient in the full design lifecycle - from ideation to developer handoff. Skilled in brainstorming, iterative design, wireframing, prototyping, usability testing, stakeholder presentations, and preparing designs for development. Experienced with **Figma**, **FigJam**, and regularly use **AI tools** to streamline workflows and enhance design efficiency.

🔍 User Research

Expertise in conducting and analysing both qualitative and quantitative research. Skilled in user interviews, surveys, usability testing, and data analysis to drive user-centred design decisions.

💻 Digital Marketing

In-depth knowledge of social media marketing, SEO, website optimization, paid and organic advertising, data analysis, and performance analytics.

AWARDS

Intern of the Year, 2023 (nominated)

Newcastle University Celebrating Success Awards 2023

Vice-Chancellors International Scholarship, 2022

Awarded to students with outstanding academic performance.

Book Recipient Award, 2019

Awarded to students with outstanding academic performance.

International E-Business and Entrepreneurship Idea Showcase (E-BES), 2018

Second runner-up, out of 180 teams.

2nd Runner Up Best Public Speaker, 2017

IMPACT Public Speaking Competition