

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, iterations and usability testing.
- Successfully led and executed the design of an **innovative platform** to help users find their ideal cars while reducing internal workload.
- Consistently launched **new features** on the consumer website (**web & mobile**) and **internal portal**, enhancing user experience and engagement.
- Currently designing a **centralised B2B management platform** which **consolidates multiple modules** and **streamlines complex processes**. (Largest project right now)
- **Also currently revamping the design system.**
- 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.
- **Regularly leverage AI tools** such as Lovable and v0 to optimize design workflows; recently attended **Google's Build with AI conference** to stay at the forefront of AI integration in UX.

UX Strategist, Digital Marketing Specialist

Upwork (Worldwide)

May 2020 - Jan 2024

- Collaborated with **international clients and global cross-functional teams** (UK, North America, Canada, Southeast Asia) in **Agile environments** to deliver user-centred solutions.
- **Led and executed digital and UX strategies** across industries, including construction, software, high-tech (Atlassian), B2B, B2C, home improvement, health & wellness, and digital art.
- Conducted **user research** through **interviews, surveys, and usability testing** to uncover pain points and inform design decisions.
- Analyzed behavioural data using **Google Analytics, heatmaps, and A/B testing tools** to optimize user flows and improve conversion rates.
- Delivered actionable insights and recommendations to stakeholders, advocating for **data-driven, accessible, and user-first solutions**.
- Implemented strategic UX improvements that **enhanced SEO, accessibility (WCAG), and overall user experience**.
- **Delivered research-driven insights** to stakeholders, advocating for data-informed design decisions.
- Consistently maintained **Site Health scores of 95%+** across client websites (compared to industry averages of ~92%), while driving sustained organic traffic growth.
- Boosted a client's online following from **700+ to over 50,000** in 3 months through informed content strategy and engagement optimization.

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 user research, 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.

💻 Front-End Development

Familiar with HTML, CSS and JS. Built my portfolio website from scratch and hosting it on Github pages.

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