

### ABOUT ME

I'm Aliza, a Product Designer with a Master's degree in Human-Computer Interaction from the UK and extensive experience across UX and product design. With a strong business background, I bridge user needs and business objectives to deliver strategic, user-centred solutions. I've collaborated with clients and cross-functional teams across the UK, North America, Canada, and Southeast Asia, and I currently work in the fintech space. Driven by continuous learning, growth, and collaboration, I thrive in teams that place users at the heart of everything they build.

### EXPERIENCE

#### Product Designer

Luno (FinTech, Crypto Platform based in the UK) Oct 2025 - Present

- Owned **end-to-end design and delivery of tax-related feature launches**, including introducing a novel in-app tax statements feature for Malaysia, with rollout planned for South Africa.
- Conducted **in-depth research** into country-specific financial and tax landscapes to ensure **regulatory accuracy and user clarity**.
- **Collaborated cross-functionally** with Product Managers, Engineers, Designers, Tax, Finance, Marketing, Agile Delivery Leads and other key stakeholders to ship compliant, user-centric solutions.
- Designed and launched **multiple features across core app flows**, including Rewards and Engagement, supporting continuous product improvement.
- Actively participated in **regular design peer critique sessions** to uphold design quality, consistency, and best practices.
- Worked closely with globally distributed teams across **South Africa, Southeast Asia, and London**.
- Contributed as part of the **Socials team**, helping plan and organise internal events to foster team culture and engagement.

#### Product Designer, Digital Marketer

Various companies (Worldwide) May 2020 - Oct 2025

- Worked across multiple organisations as a **Product Designer, consultant, and Digital Marketer** contributing across the full product lifecycle from discovery to delivery.
- Collaborated with **international clients and globally distributed cross-functional teams** across the UK, North America, Canada, and Southeast Asia.
- Co-founded a web and game development company, leading **end-to-end design and development initiatives**.
- Delivered work across a **wide range of industries**, including automotive technology, construction, SaaS, high-tech (Atlassian), B2B, B2C, home improvement, health & wellness, and digital art.
- Generated research-driven insights and presented findings to stakeholders, advocating for **data-informed, user-centred design decisions**.
- Regularly leverage **AI-powered tools** (e.g. Lovable, v0) to optimise design workflows, rapid prototyping, and ideation.
- Conducted **qualitative and quantitative user research** – including interviews, surveys, and usability testing – to uncover pain points and inform design solutions.

### 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.

### RECENT 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.