Amirah Hamidi

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CAREER SUMMARY

Innovative and detail-oriented Product Designer with a strong background in UX/UI design, web development, and graphic design. Passionate about creating user-centered digital experiences through research, prototyping, and front-end development. Adept at working in cross-functional teams and delivering impactful design solutions.

WORK EXPERIENCE

Freelance, Product Designer
December 2022-Present
- Designed wireframes, prototypes, and high-fidelity mockups to communicate design concepts effectively.
- Conducted user research, surveys, and usability testing to improve the user experience.
- Developed style guides and design systems to maintain consistency across products.

Nasirah Legacy Enterprise, Graphic Designer
January 2021 – June 2022
- Created marketing campaign graphics, increasing conversion rates by 40%.
- Managed vendors to ensure high-quality printed materials, reducing costs by 15%.
- Designed motion graphics, boosting social media engagement by 25%.

Netsoft Media Sdn Bhd, Web Developer
July 2017 – March 2019
- Designed and developed landing pages using HTML, CSS, JavaScript, and Bootstrap.
- Improved user satisfaction by 40% through modern UI enhancements.
- Collaborated with designers and performance teams to optimize web experiences.

MyXLab Solutions Sdn Bhd, Mobile Application Developer (Trainee)
September 2016 – January 2017
- Developed augmented reality mobile apps using Unity for Universiti Kebangsaan Malaysia.
- Documented technical specifications and dependencies for application development.
- Implemented new features and design improvements based on user experience research.

Lembaga Getah Malaysia, Junior Programmer (Trainee)
November 2010 – April 2011
- Developed, modified, and designed 4 new pieces of features based on requirements and design Specifications.
- Applied fundamental knowledge of programming languages and industry best practices for 20+ design specifications

EDUCATION

Coursera
Google UX Design Certificate | August 2022 – November 2022
- Completed hands-on projects in UX research, prototyping, and high-fidelity design using Figma and Adobe XD.

Universiti Kebangsaan Malaysia
Bachelor of Software Engineering with Honors (Multimedia System Development) | 2013 – 2016

Politeknik Seberang Perai
Diploma in Information Technology (Programming) | 2009 – 2012

SKILLS AND STRENGTHS

- **Technical Skills**: Proficient in SQL, PHP, JavaScript, React, Bootstrap, WordPress, HTML, CSS, Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop
- **Design:** User Research, Information Architecture, Wireframing, Interface Design, Interaction Design, Design System Usability Study, Prototyping
- **Languages:** Fluent in Malay; Conversational Proficiency in English

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PROFESSIONAL ACCOMPLISHMENTS

Gaming App
- Developed an educational Android game to teach primary school students about Prophet Muhammad's life.

E-Learning System
- Built an interactive e-learning platform for secondary school students, enabling quizzes, note-taking, and teacher interactions.

CERTIFICATIONS & AWARDS

- **Google UX Design Certificate**
- **Dean's List Award –** Diploma in Information Technology (Programming)