

# Amirah Hamidi

## Product Designer

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### Experience

#### Freelance / Product Designer

DECEMBER 2022 – PRESENT

- Designed wireframes, prototypes, and high-fidelity mockups to effectively communicate design concepts to stakeholders and developers.
- Conducted user research through surveys, interviews, and usability testing to inform design decisions and improve the user experience.
- Created design specifications, style guides, and other documentation to communicate design decisions and ensure consistency across the product.

#### Nasirah Legacy Enterprise / Graphic Designer

JAN 2021 – JUNE 2022

- Designed the layout graphics for a new marketing campaign in collaboration with the marketing teams.
- Ensured reliable delivery of all printed materials by managing vendors from binding to the final product.
- Collaborated with editorial, product marketing, social, and creative teams to design marketing video assets.

#### Netsoft Media Sdn Bhd / Web Developer

JULY 2017 – MARCH 2019

- Actively engaged in web creative design and development.
- Built mock designs and wireframes for landing pages for new product concepts.
- Developed user interface with modern JavaScript frameworks, HTML5 and CSS3.
- Collaborated with designers and performance team on designing updates to sites and blogs.

#### MyXLab Solutions Sdn Bhd / Mobile Apps Developer

SEPTEMBER 2016 – JANUARY 2017

- Developed augmented reality apps using Unity for Universiti Kebangsaan Malaysia
- Collaborated with 2 different development teams on 4 new project designs and feature improvement.
- Documented 100% technical specifications and dependencies of applications.
- Followed industry best practices, and company best practices and learned 4 new technologies.

### Education

#### Google

AUG 2022 – NOV 2022

Google UX Design Certificate

#### Universiti Kebangsaan Malaysia

2013 – 2016

Bachelor of Software Engineering with Honors  
(Multimedia System Development)

#### Politeknik Seberang Perai

2009 – 2012

Diploma in Information Technology  
(Programming)

### Skills & Languages

#### Skills:

- User Flows
- Wireframes
- Mockups
- User Testing
- Data Analysis
- Design Systems
- Style Guides
- Prototyping
- Web Design
- HTML5
- CSS3
- JavaScript
- Bootstrap
- WordPress
- User Journey
- User Interface
- User Experience

#### Software:

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Visual Studio Code

#### Languages:

Malay (Native)  
English (Conversational)