

# Aina Kamarulzaman

## UI/UX Designer

UI/UX Designer with 4+ years of experience in regulated digital products, including core banking platforms, delivering scalable, user-centered solutions across web and mobile.

### EXPERIENCE

#### UI/UX Designer - Hong Leong Bank Berhad

Aug 2022 – Present

- Owned UI/UX design for core banking features across web and mobile, balancing regulatory compliance, technical constraints, and user needs.
- Partnered with product managers, engineers, and compliance teams to define and translate complex business rules into intuitive user flows and interaction models.
- Defined and documented interaction patterns and component states, contributing to scalable design standards and cross-platform consistency.
- Improved task clarity and usability through user-centered design decisions informed by UX principles, stakeholder feedback, and iterative reviews.
- Delivered high-fidelity designs and design specifications from concept to handoff, supporting efficient development and reducing rework.

#### Creative Designer - ADA, Axiata Digital & Analytics

Oct 2021 - Feb 2022 - Internship

- Delivered UI design solutions for Telco and Electronics clients, aligning design execution with business objectives.
- Ensured brand consistency and usability across digital layouts through collaboration and stakeholder feedback.

#### Social Media Creative Designer - Media Prima Digital

Sep 2018 - Dec 2018 - Internship

- Designed user-focused digital layouts to improve clarity, usability, and engagement across multiple platforms.
- Collaborated with content teams to maintain consistent visual communication.

Kuala Lumpur

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### Design Expertise

Product Design

User Experience (UX) Design

User Interface (UI) Design

Interaction Design

Wireframing & Prototyping

Accessibility (WCAG fundamentals)

Cross-Functional Collaboration

### Tools & Technologies

Figma

Adobe XD

Adobe Illustrator

Adobe Photoshop

FigJam

### Qualifications

Bachelor of Arts (BA) in New Media Communication — UiTM Shah Alam (2019–2022), First Class Honours

Diploma in New Media & Contentpreneurship — UiTM Lendu (2016–2019)

### Licenses & Certifications

Asian Banking School Introduction To Ethics in Banking (June 2024 - Present)