

SUMMARY

UI/UX Product Designer with **4+ years of experience** leading global, cross-functional teams to deliver user-centered solutions. Launched and iteratively improved designs that boosted engagement and drove measurable business impact. Led pivotal projects and guided smaller teams to achieve design goals and standardize components.

EXPERIENCE

Senior Product Design Analyst

Dell Technologies, Penang

Feb 2024 - March 2026

- Reimagined the Dell.com Shop & Learn experiences, driving +15.2% Conversion and +11% Revenue Per Visitor on the Product Listing Page, the highest-traffic page in the PC shopping journey
- Collaborated with global cross-functional teams to deliver projects on time and ensure design alignments
- Led small multidisciplinary teams across mini-projects to achieve design objectives and standardize components
- Mentored junior designers and interns, fostering skill development and ensuring design quality across projects
- Recognized with 2026 Q4 Bookworm Award for extensive research, and applying insights from the Dell Research Library

Product Design Analyst

Dell Technologies, Cyberjaya (Remote)

Aug 2022 - Feb 2024

- Enhanced Premier Homepage, Deals journeys, Accessories, and System Category pages, modernizing with Dell Design System (DDS) to align with company design direction, accessibility goals, and SEO standards
- Designed and optimized modules including Product Advisor (88% Completion, +2.5% Engagement), Hero Banners, Navigation, Filtering, Categorization, and Compare features
- Conducted research, user testing, and mixed-methods UX analysis to inform design decisions, prioritize problems, and align with stakeholders, while delivering wireframes, prototypes, mock-ups, and documentation

Product Design Intern

Dell Technologies, Cyberjaya (Remote)

May 2022 - Aug 2022

- Supported the redesign of the Dell Premier Homepage, a B2B procurement platform, improving usability and consistency
- Conducted Discovery & Framing (D&F) research to identify key problems and propose solution concepts

SKILLS

Tools:

Design [Figma](#) [Dell Design System](#) [Elementor](#) [Google Site](#) [Canva](#) [Notion](#) [Adobe XD](#) [Basic Adobe Photoshop/Illustrator](#)

Research [Baymard Institute](#) [Nielsen Norman Group](#) [Dell Research Library](#) [UserTesting.com](#)

Collaboration [Figma](#) [Miro](#) [JIRA](#) [Confluence](#) [Microsoft Office](#) [Chrome DevTools](#) [HTML/CSS](#)

Analytics and AI [Glassbox](#) [ContentSquare](#) [Copilot](#) [ChatGPT](#) [Adobe Firefly](#)

Methods: UX Research, User Testing, A/B Testing, RITE, Conceptualizing, Wireframing, Prototyping, Metrics/Data Analysis

Frameworks: Double Diamond, Design Thinking, Agile Collaboration, WCAG Accessibility Guidelines, SEO Optimization

EDUCATION

Bachelors in Computer Science (Hons) , Major in Artificial Intelligence

UOWM KDU Penang UC

2020 – 2022

Diploma in Computer Studies

UOWM KDU Penang UC

2018 – 2020

PROJECTS

PC Journey Redesign

Unified a fragmented PC shopping flow into an intent-driven journey

2024 - 2026

[View Link](#) 

Category Navigation for the Dell Design System (DDS)

Managed a small cross-functional team in adding a navigation component in the design system

May - Dec 2025

[View Link](#) 

Alienware Mixer - Gaming Homepage Concept

Crafted a conceptual homepage experience, exploring futuristic UI and motion-rich interactions

Nov 2024 - May 2025

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