



safwan zakwan

UX/UI Designer | web developer

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Experience

6 Years

PEOPLElogy Berhad ✓

Senior Web Designer

April 2022 - April 2024

Business Unit: Marketing Department

- Lead end-to-end website projects from brief and requirement analysis through UX research, wireframing, UI design, WordPress development, testing, and deployment across multiple business brands.
- Translate project briefs into structured digital experiences by analysing requirements, researching visual references, developing moodboards and wireframe sketches, and establishing clear content and user-flow direction.
- Create and refine website content and copy with AI-assisted tools such as ChatGPT, then develop low-fidelity and high-fidelity UI designs in Figma before progressing to interactive prototypes.
- Leverage Claude AI and other AI-assisted development tools to prototype, validate, and accelerate the transition from approved designs into functional website experiences.
- Design and develop responsive websites, landing pages, and digital products supporting SKILL, SKILLSTURE, PEOPLEAPS, TALENTS, BAFT, GOAL, and workforce development programmes.
- Collaborate with marketing, branding, and business stakeholders to transform campaign objectives into intuitive user journeys, clear content structures, and conversion-focused digital experiences.
- Develop reusable WordPress, layouts, and UI components to improve design consistency and delivery efficiency across multiple projects.
- Manage the complete design-to-development workflow, ensuring visual consistency, responsive behaviour, usability, and functional quality from initial concept through final deployment.

Selected Projects

Website

- FutuRyte | [Review Design](#)
- SKILL | [Review Design](#) | [Live](#)
- SKILLIFY | [Review Design](#)
- CYBERCARE | [Review Design](#) | [Live](#)
- PEOPLElogy | [Live](#)
- SKILL PLUS | [Review Design](#)
- SKILLSTURE | [Review Design](#)
- BAFT | [Review Design](#)
- GOAL | [Review Design](#)
- SKILL | [Review Design](#)

App

- PEOPLEAPS | [Review Design](#)
- BAFT APP | [Review Design](#)
- ROI Calculator | [Review Design](#)
- BAFT International App | [Review User Guide](#)

Ministry of Education

UX/UI Designer (MySTEP) ✓

Mar 2021 - Dec 2021

- Supported the UX/UI redesign of Ministry of Education portal initiatives through research, information architecture review, wireframing, and interface design.
- Worked with Portal HOD, developers, and IT officers to produce user interface proposals aligned with usability, accessibility, and government digital standards.
- Created wireframes, UI layouts, and interface recommendations to improve portal structure and user experience.
- Participated throughout the design process from research and concept development to design validation and documentation.

Selected Projects

Website

- Portal KPM
 - [Review Design 1](#)
 - [Review Design 2](#)

App

- Portal Awam | [Review Design](#)
- Portal Warga | [Review Design](#)

Certification

Foundations of UX Design

[Google](#) ↗

Nov 2022 - No Expiry

Get Started with Figma

[Coursera](#) ↗

Dec 2022 - No Expiry

Design system Foundation

[Memorisely](#) ↗

May 2024 - No Expiry

Education

Kuala Lumpur Metropolitan University College (KLMUC)

Bachelor Information Technology ✓

Aug 2016 - May 2019 | CGPA 3.71

Software & Tools

✓ Figma

✓ WordPress

✓ Elementor

✓ FigJam

✓ Adobe XD

✓ HTML5, CSS3

✓ Google Analytics

✓ Google Search Console

✓ Figma AI

✓ Gemini

End-to-End Design Process

Brief → Research → Strategy → Information Architecture → User Journey Mapping → Content Structure → Wireframing → UI Design → Prototyping → WordPress Development → Deployment → Google Analytics / Meta Pixel Tracking → Performance Optimization

References



Pralad Manoharan

Full Stack Marketing @
Trainocate
**Manager @ PEOPLElogy in
2021-2022**

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Sarah Rahim

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Direct Reporting,

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Amir Nasrullah

Self-Employed / Business
Owner
**Manager @ PEOPLElogy
in 2023**

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