

Nurfaiz Foat

Senior Product Designer

018 216 5800 | hi@nurfaizfoat.com | <https://nurfaizfoat.com>

PROFILE

Senior Product Designer with 10+ years of experience designing scalable digital products across startups and enterprises. Proven track record in UX strategy, product design, and front-end execution with measurable outcomes including 100% growth in organic leads.

PROFESSIONAL EXPERIENCE

Product Designer & Front-End Developer — Pocket Pixel (2025–2026)

- Delivered front-end builds using HTML, Tailwind CSS, JS
- Worked on PRefChem website and eDUN system
- Provided UX consultation and prototyping

Lead Product Designer — doris (2025)

- Increased organic lead conversion by 100%
- Led UX testing and rapid prototyping
- Optimized funnels and marketing strategy

Product Owner — MR. UMPAN (2020–2025)

- Built and scaled e-commerce fishing brand
- Reached break-even in Year 2
- Managed end-to-end operations

Head of Product — Maideasy (2019–2020)

- Rebuilt email marketing strategy
- Created KPI dashboards
- Optimized supply-demand allocation

Product Design Consultant — Jewel DV (ASNB) (2019)

- Led robo-investor PoC (SAVR → ASNB RIA)

Chief Project Officer — INVOKE Malaysia (2018)

- Led GE14 campaign ops across 40+ constituencies
- Developed digital product concepts
- Defined Scrum structures

Lead UI/UX Designer — Maxis (Ookyo) (2017–2018)

- Designed telco product launched in 9 months
- Delivered key features like payments and tracking

Lead Product Designer — Supahands (2015–2017)

- Founding designer (employee #5)
- Built SaaS platform and B2C product
- Company later acquired for USD \$20M

Creative UI/UX Designer — Lelong.my (2014–2015)

- Led mobile UX (Top 3 ranking)
- Improved conversion rate by ~10%

SKILLS

- UI/UX Design, Product Strategy, Agile/Scrum
- HTML, CSS, JavaScript
- Figma, Sketch, FigJam, Miro
- Vibe Coding, Vibe Design, Cursor, Claude, Kilocode, MCP

EDUCATION

B. Eng. Civil — UiTM Shah Alam
Diploma Civil Engineering — UiTM Arau