



Zul Azman
Product Designer

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Cover Letter

Hi there,

I'm Zul Azman, with a rich background in product design and front-end development. Currently, I hold the position of Senior Product Designer at iCarAsia.

My professional journey spans a variety of projects, ranging from elevating fleet management systems to enhancing the overall car ownership experience. As a seasoned product designer, my expertise extends beyond crafting visually appealing interfaces.

I excel in articulating core design principles and user-centric strategies, fostering seamless collaboration between design, development, and business teams. Specializing in improving UI and enhancing UX, I focus on creating fluid and captivating digital experiences.

Feel free to explore my portfolio at:

- <https://zulazman.com>

I'm genuinely thrilled about the opportunity to contribute to your team and propel your company's product and design initiatives to new heights. Thank you immensely for considering my application.

Warm regards,
Zul Azman



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Experience

Senior Product Designer

iCarasia Limited

Kuala Lumpur 2019 - PRESENT

I spearheaded the design and front-end development efforts for the redesigned car details page, leading to a significant enhancement in both UI and UX. Through that implementation, we successfully elevated the performance metrics for the car details page. I also improved the components in our design system to make the user experience better across different interfaces.

Product Designer & Front-end Developer

Katsana Holdings Sdn Bhd

Kuala Lumpur 2014 - 2019

I ensured that the user experience requirements were in sync with the functional priorities of the platform. I created a robust design interface and enhanced the overall experience for the new Fleet Management System platform and played a role in producing multiple prototypes and contributed to the front-end development process for their new platform.

Lead Designer & Front-end Developer

Slashes & Dots Sdn Bhd

Kuala Lumpur 2013 - 2014

I enhanced the User Interface and Experience design of our existing product by leading the creation of new design components and modules that align with our app's current functionalities. Additionally, I developed and transformed the front-end design into a fully functional website.

UI/UX Designer & Front-end Developer

iJoomla Inc

Yogyakarta 2013

I crafted a sleek design interface and user experience tailored for their new website, including the creation and update of design modules for the JomSocial app. Beyond UI design, I also took on the responsibility of developing and converting the design into front-end development code.

UI/UX Designer & Front-end Developer

zulazman.com

Remote Since 2007 - PRESENT

During my free time, I manage my freelance product design and front-end development, engaging in various projects, with my most notable work being on PickFu and MyFundAction.

Tools & Skills

Figma	User Focused Design (UI/UX)	Visual Design
Sketch	Product Design & Development	Front-end Development
Framer	Wireframing	HTML (5)
Git	Prototyping	CSS & SASS
Mercurial	Design Systems	JQuery & Vuejs (Basic)