DIANA FRIDA

+60174325509 · dianafrida94@gmail.com · Cheras, KL

UIUX DESIGNER

I am a creative designer with two years of experience crafting digital products for SaaS, mobile, and web apps. Proficient in Figma and the Adobe Creative Suite, I focus on blending visual appeal with intuitive usability to create thoughtful, user-centered designs. My approach emphasizes problem-solving, wireframing, and prototyping, backed by a deep understanding of user research and current trends. I bring energy, curiosity, and a collaborative spirit to every project. Always looking for innovative ways to push boundaries, I'm driven by the goal of delivering designs that delight users and help them with their business.

STRENGTHS AND EXPERTISE

Figma Proficiency	Low code CMS Editors	Product Design
Wireframing & Prototyping	(Wordpress & Webflow)	Design Leadership,
UX Research	Motion Graphics & 3D	Communication & Collaboration

PROFESSIONAL EXPERIENCE

Anymeta Global Sdn Bhd   **June 2023 - Present**
UIUX Designer

Demonstrated leadership by overseeing the design and implementation of intuitive UI/UX across digital platforms. Played a key role in driving user-centered design for education, SaaS solutions, property mgmt, ensuring seamless, engaging experiences and smooth transitions from design to development through clear communication with stakeholders and developers.

Accomplishments:

- **Design Lead** : Successfully led design projects, from conceptualizing user flows to creating wireframes, prototypes, high-fidelity designs and ensuring the final delivery is handed on time ensuring that the website or product is built according to the design specifications.
- **Cross-Team Collaboration** : Regularly discuss design concepts, feedback, and decisions with both technical and non-technical team members. This includes liaising with developers during the development phase, conducting UI checks, and providing feedback to ensure that the design is implemented correctly. I also oversee the design's alignment with usability standards and aesthetic quality to deliver a seamless user experience.
- **User Research and Testing** : Conduct user research and usability testing, iterating designs based on user feedback and data to continuously enhance product user experience.
- **Figma Expertise** : Use Figma to effectively communicate design ideas and facilitate iterative improvements. Develop wireframes, prototypes, and mockups that clearly illustrate how sites function and look which considers the best possible user experience. Develop usable visual representations that demonstrate information architecture, task flows, user journeys, and site/application structure.
- **Motion Graphics** : Create micro-interaction animations & videos for a variety of app and web platforms.
- **Low code Front-End** : Build front-end designs using lowcode CMS editors - WordPress & Webflow.
- **Project Management** : Manage project timelines effectively, ensuring design milestones are met and adjustments are made as necessary.
- **Design Handoff** : Ensure designs align with brand standards and assist developers in the transition from design to implementation by providing comprehensive design specifications, style guides, and interactive prototypes.

Rekatone.com   **September 2022- June 2023**
Graphic Designer / UIUX

Collaborated with senior developers to translate user needs and business goals into effective design solutions.

Role:

- Conducted user research, developing wireframes and prototypes, and iterating on design concepts to enhance usability and overall user satisfaction.
- Assist developers in handing off the designs by providing detailed specifications, style guides, and interactive prototypes.
- Assists in designing and implementing intuitive interfaces by creating design assets for apps and websites.
- Stay up-to-date with industry trends and best practices in UX design.
- Assist in the creation of user personas and user journey maps.
- Assist in creating social media posts by designing engaging visuals and graphics that align with brand identity.
- Assist marketing team to ensure consistency across all digital platforms and contribute to campaigns that enhance online presence and user engagement.

MAA Architect   **August 2020- August 2022**
Architect

Supported senior architects by preparing design layouts, drafting architectural plans, and conducting site surveys.

Accomplishments:

- Assisted in creating technical drawings, attended site meetings and client meetings, worked on 3D design renderings, contributed to project presentations

FREELANCE PROJECTS

KAMI (Web3)   **July 2024 - Present**
UIUX Designer

Kami is an innovative NFT marketplace that combines art and social engagement. It allows users to create, buy, sell, and rent NFTs, while also offering social features like following artists, commenting, and sharing. The platform supports various forms of digital art and assets, including music, videos, and virtual goods, fostering a community where creators and fans can interact and collaborate.

Role:

- Worked closely with the client to define and develop the platform's features and user experience.
- Assists in mapping out the user journey, creating design prototypes, and integrating social components, while continuously refining the platform based on client feedback and evolving needs.
- Focused on designing micro-interactions to enhance user engagement and create a seamless experience. Microinteractions are subtle, yet crucial elements that provide feedback, guide users, and improve the overall usability of the platform.
- Worked within an agile framework, collaborating closely with cross-functional teams to iteratively design and refine the platform. This involved participating in regular sprint meetings, adapting to feedback, and making continuous improvements based on user testing and stakeholder input.
- Conducted in-depth research to inform the platform's design and functionality.
- User research - Gathering insights into user needs, preferences, and pain points through surveys, interviews, and usability testing.

FREELANCE PROJECTS

MUST University (Revamp Website - Anymeta's Client)   **May 2024 - September 2024**
UIUX Designer / Product Manager

MUST University

Role:
- Prepared requirements and brief for the client.
- Conducted research, wireframes, high fidelity designs and prototypes.
- Client Communication - gathering requirements, providing updates, and incorporating feedback.
- Timeline Management: Established and managed the project timeline to ensure that all milestones were met, and the project stayed on track.
- Coordination with Developers: Liaised with the development team to ensure the website was built according to design specifications, conducting regular check-ins.
- Quality Assurance: Performed UI/UX checks throughout the development phase to verify that the implementation aligned with the design vision.Final Delivery Oversight: Ensured that the website was delivered on time and to the client's satisfaction, with all design and functionality requirements fulfilled.

UNITEN TNB (Saas platform on web only)   **May 2024 - September 2024**
UIUX Designer

TNB KPI (Key Performance Indicator) system involved implementing a framework to measure and manage performance metrics for Tenaga Nasional Berhad (TNB). This system was designed to track and evaluate the effectiveness of various operations and initiatives within the organization.

Role:
- Designed an employee's interface for survey / questionaires that was both easy to navigate and enjoyable for users, ensuring they remained attentive and provided accurate responses.
- Designed the admin's intuitive dashboards and management tools for administrators to efficiently review and analyze survey results, manage responses, and generate performance insights.
- Prepared a fully functioning prototype for stakeholder's demo.

Stiger (Website Revamp)   **January 2024 - February 2024**
Website Designer/Wordpress Development

Stiger is a company specializing in B2B sales of high-quality chargers and related accessories. They focus on providing businesses with reliable charging solutions for various devices and applications.

Role:
- Designed and developed using low code cms tool - Wordpress
- In charged of designing a more intuitive user interface, streamlined navigation, and a modern, professional aesthetic.
- Work closely with copywriters to ensure that the website content is engaging.

All In All (F&B Web App & Mobile)   **August 2023 - September 2023**
UIUX

All-in-All is a comprehensive web app catering booking designed to streamline the dining reservation process.

Role:
- Played a key role in identifying and addressing user pain points through user research and testing.
- Create wireframes, prototypes, and high-fidelity designs that facilitated a smoother booking process.
- Implemented enhancements that resulted in a significant increase in the number of people completing checkouts.

Mrs Malaysia Globe Fashion Backdrop Animation   **February 2023 - February 2023**
3D and Motion Designer

Designed the backdrop animation for the Mrs. Malaysia Globe fashion show, creating dynamic and visually engaging animations to enhance the event's overall atmosphere and presentation.

Role:

- Storyboarding concepts of the animation, rendered and animated 3d animation

Architecture Conceptual Render   **January 2021 - February 2021**
Concept Artist

Specialize in creating high-quality visualizations of architectural designs from drawings. I provide a detailed and conceptual renderings of buildings and structures.

Role:

- Translating architectural plans into immersive 3D visualizations, enhancing design presentations, and helping clients and stakeholders visualize the final outcome of their projects.

EDUCATION

Monash University, Melbourne
Bachelor of Degree In Architectural Design

Monash College, Melbourne
Diploma In Art & Design

NOVA Computer, KL
Certificate in UIUX

LANGUAGES

Malay, English

PORTFOLIOS

Website
https://dianafrida.com/

LinkedIn
https://www.linkedin.com/in/diana-frida-50a7ba134/

Behance
https://www.behance.net/dianafrida4abb

Instagram
https://www.instagram.com/pixelxlab/

References are available on request.