

### ABOUT ME

I'm Aliza, a Product Designer with a Master's in Human-Computer Interaction and years of experience in the UX space. With a background in business, marketing, and research, I bridge the gap between user needs and business goals, creating user-centric, strategically aligned designs. Currently, I design for the automobile industry, driving (pun intended) innovation forward. I'm dedicated to continuous learning, growth, and collaborating with teams that put users at the core of everything they do.

### EXPERIENCE

#### Product Designer

Carro (Kuala Lumpur, Malaysia) Jan 2024 - Present

- Led two major design projects within the first few months, driving end-to-end execution - including user research, user flows, design, stakeholder communication, and iterations.
- Successfully launched a new feature on the consumer website (web & mobile), enhancing user experience and engagement.
- Delivered multiple new features for the internal portal (mobile), improving usability and efficiency.
- Currently:
  - Revamping the internal portal to streamline workflows and enhance user satisfaction.
  - Developing an innovative platform to help customers attain their dream cars while reducing internal workload.
- Conducted extensive user research to drive data-informed design decisions.
- Collaborated cross-functionally with stakeholders, PMs, developers, designers, and teams across finance, business, and marketing to ensure project success.
- Leveraged expertise in Business, Digital Marketing, and Human-Computer Interaction to create user-centric designs that align with business objectives.

#### Digital Marketing Specialist, UX Strategist

Upwork (Worldwide) May 2020 - Feb 2025

- Worked with international clients across the UK, North America, Canada, Singapore, and Malaysia.
- Led and optimized paid & organic digital campaigns to enhance UX, branding, and engagement.
- Specialized in social media marketing, SEO, performance marketing, website optimization, and user research.
- Led SEO and marketing efforts across industries, including construction, software, high-tech (Atlassian), B2B, B2C, home improvement, health & wellness, and digital art.
- Improved SEO, website usability, and accessibility through strategic design enhancements.
- Analyzed user behavior and performance metrics using analytics tools (Google Analytics, heatmaps, A/B testing) to refine UX and maximize conversions.
- Created user-centric content and visuals using industry-standard design tools.
- Delivered research-driven insights to stakeholders, advocating for data-informed design decisions.
- Collaborated with global cross-functional teams to align business goals with user needs.
- Ensured all clients' websites were growing in organic traffic and successfully maintained Site Health scores of over 95% for each website (Most sites in their industries hover around a score of 92%).
- Increased a client's following from 700+ to 50,000+ in three months through optimized content and engagement strategies.

### EDUCATION

#### MSc Human-Computer Interaction

Newcastle University, United Kingdom 2022-2023

Graduated with **Distinction**. Served as **Student Ambassador** for the university and **Publicity Officer** for the Archery Club.

#### BA in Business Administration (Hons.) in Marketing Management

Multimedia University, Malaysia 2016-2019

Dean's List all semesters. Graduated with **First Class Honours**. Served as the **Head of Public Relations** in the Students' Representative Council.

### SKILLS

#### 🧠 User Experience Design

Proficient in the full design lifecycle, from ideation to developer handoff. Skilled in brainstorming, iterative design, wireframing, prototyping, usability testing, stakeholder presentations, and preparing designs for development. Experienced with Figma and FigJam.

#### 🔍 User Research

Expertise in conducting and analysing both qualitative and quantitative research. Skilled in user interviews, surveys, usability testing, and data analysis to drive user-centred design decisions.

#### 📱 Digital Marketing

In-depth knowledge of social media marketing, SEO, website optimization, paid and organic advertising, data analysis, and performance analytics.

### AWARDS

#### Intern of the Year, 2023 (nominated)

Newcastle University Celebrating Success Awards 2023

#### Vice-Chancellors International Scholarship, 2022

Awarded to students with outstanding academic performance.

#### Book Recipient Award, 2019

Awarded to students with outstanding academic performance.

#### International E-Business and Entrepreneurship Idea Showcase (E-BES), 2018

Second runner-up, out of 180 teams.

#### 2nd Runner Up Best Public Speaker, 2017

IMPACT Public Speaking Competition