

Luna Aziz

Senior Product Designer

Focusing on creating meaningful user experiences and solving problems through human-centered designs.

SENIOR UI/UX DESIGNER

Keyword Tool (Remote) | 2022 - Present

- Optimized Keyword Tool website to modernize the user experience, introducing new features while maintaining brand consistency.
- Led design and brand system for Keyword.ai, a new AI-powered product line.
- Developed 3 production-ready websites using AI-assisted coding (Cursor AI) for interactive video editor, tutorial and blog.

SENIOR CX CONSULTANT

Hokenso Sdn Bhd (Selangor) | 2019 - 2022

- Redesigned mobile Point-of-Sale (m-POS) app for Great Eastern Singapore to improve agent productivity and transaction completion rates.
- Directed UI/UX strategy by conducting user research and creating flow diagrams, wireframes, and high-fidelity prototypes.
- Led design and branding initiatives for Digital Advisor Suite (DAS) R&D project.

UI/UX DESIGNER

Zen Computer Systems Sdn Bhd (Selangor) | 2018 - 2019

- Led UX and visual design for diverse client projects, including the creation of mockups and prototypes.
- Refreshed company branding materials to enhance visual identity.

FREELANCE UI/UX DESIGNER

Self-Employed | 2017 - 2018

- Managed full project lifecycles for multiple clients, overseeing everything from initial consultation and user research to final delivery.

WEB DESIGNER

Motorola Solutions Malaysia (Penang) | 2013 - 2017

- Served as lead designer/developer and Brand Ambassador, managing all internal and marketing design requirements.
- Developed and designed diverse digital and print assets, including websites, newsletters, and CMS platform.

IT OFFICER

Universiti Sains Malaysia (Penang) | 2009 - 2013

- Co-founded USMTV, the university's official video platform, managing and overseeing content creation and production workflows.
- Developed multiple websites for research purposes and video streaming.

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Penang, Malaysia

CREATIVE SKILLS

User Experience (UX) Design
User Interface (UI) Design
Interaction Design
Visual/Graphic Design
User Research & Testing
Wireframing & Prototyping
Information Architecture
Design Systems
Video Production
Photography
HTML/CSS

CREATIVE TOOLS

Figma
Adobe XD
Cursor AI
InVision
Miro
FigJam
Notion
Adobe Photoshop
Pixelmator Pro
DaVinci Resolve
Webflow
Pencil & Paper

EDUCATION

Bachelor of Computer Sciences
Universiti Sains Malaysia | 2009

LANGUAGE

English (Fluent)
Bahasa Malaysia (Native)