

# 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 - 2026

- 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.

### SHIFT MANAGER

Starbucks Sdn Bhd | 2017 - 2018

- Managed team, monitor sales, customer services and handling issues. Had a wide range of new experiences and knowledge in F&B industry.

### 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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### 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  
Claude AI  
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)