



safwan zakwan

UX/UI Designer | web developer

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Content Strategy UX Research Website/App Strategy Landing Page Strategy Customer Journey Mapping

Website Development User Experience Design User Interface Design Information Architecture

Analytics & User Behaviour Wireframing Prototyping Content Architecture

Experience

6 Years

PEOPLElogy Berhad

Senior Web Designer ✓

June 2024-Current

- Owned full-cycle web experience delivery (research → UX strategy → IA → UI → WordPress → deployment), building scalable, user-centered digital products across enterprise platforms.
- Drove conversion-focused UX and landing page optimization supporting RM10.2M revenue goal across SKILL, TALENTS, SKILLSTURE, and PEOPLEAPS, improving clarity, flow, and campaign performance.
- Translated business and marketing objectives into structured UX systems, reducing friction across user journeys and improving lead generation efficiency.
- Established consistent design systems and streamlined WordPress workflows, improving cross-platform consistency and accelerating delivery cycles from design to launch.

Selected Projects

Website

- FutuRyte | [Review Design](#)
- SKILL | [Review Design](#) | [Live](#)
- SKILLIFY | [Review Design](#)
- CYBERCARE | [Review Design](#) | [Live](#)
- PEOPLElogy | [Live](#)

App

- PEOPLEAPS | [Review Design](#)
- BAFT APP | [Review Design](#)
- ROI Calculator | [Review Design](#)

PEOPLElogy Berhad

Web Designer (Team Lead) ✓

April 2022 - April 2024

- Delivered end-to-end website production across UX, UI, WordPress development, and deployment, supporting cross-brand digital initiatives and scalable web experiences.
- Supported the company's vision to impact 10 million lives across a multi-brand ecosystem (SKILL, SKILLSTURE, PEOPLEAPS, BAFT), including strategic B2G collaborations with Yayasan Peneraju, PIKOM, and K-Youth.
- Partnered with marketing teams to design and optimize high-performing landing pages aligned with acquisition, engagement, and conversion KPIs.
- Promoted to Team Lead (2023), overseeing website project planning, execution, and coordination to improve delivery consistency and cross-functional alignment. - [Review Web Design SOP](#)

Selected Projects

Website

- SKILL PLUS | [Review Design](#)
- SKILLSTURE | [Review Design](#)
- BAFT | [Review Design](#)
- GOAL | [Review Design](#)
- SKILL | [Review Design](#)

App

- BAFT International App | [Review User Guide](#)

Ministry of Education

UX/UI Designer (MySTEP) ✓

Mar 2021 - Dec 2021

- Contributed UI/UX redesign suggestions for Ministry of Education (MOE) portal, supporting the end-to-end design process including research input, IA review, wireframes, and UI design proposals.
- Worked within a cross-functional team (Portal HOD, web developer, IT officer), providing design recommendations while final decisions were made by the project team.
- Produced structured UI design outputs and layout proposals for portal improvement, aligned with usability, accessibility, and system requirements.

Selected Projects

Website

- Portal KPM
 - [Review Design 1](#)
 - [Review Design 2](#)

App

- Portal Awam | [Review Design](#)
- Portal Warga | [Review Design](#)

Education

Kuala Lumpur Metropolitan University College (KLMUC)

Bachelor Information Technology ✓

Aug 2016 - May 2019 | CGPA 3.71

Certification

Foundations of User Experience (UX) Design

Google ↗

Nov 2022 - No Expiry

Get Started with Figma

Coursera ↗

Dec 2022 - No Expiry

Design system Foundation

Memorisely ↗

May 2024 - No Expiry

Software & Tools

✓ Figma

✓ WordPress

✓ Elementor

✓ FigJam

✓ Adobe XD

✓ HTML5, CSS3

✓ Google Analytics

✓ Google Search Console

✓ Figma AI

✓ Gemini

End-to-End Design Process

Brief → Research → Strategy → Information Architecture → User Journey Mapping → Content Structure → Wireframing → UI Design → Prototyping → WordPress Development → Deployment → Google Analytics / Meta Pixel Tracking → Performance Optimization

References



Pralad Manoharan

Full Stack Marketing @
Trainocate
**Manager @ PEOPLElogy in
2021-2022**

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🌐 pralad manohan



Elain Yup

HOD Corporate Branding
(Direct Reporting, 2023-
2025)

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🌐 Elain Yap



Amir Nasrullah

Self-Employed / Business
Owner
**Manager @ PEOPLElogy in
2023**

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🌐 Amir Nasrullah