

ATIQA KHALIM

UI/UX Designer

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Professional Experience

Razer

UX Designer, May 2018 – Now

- Documented user personas and existing user journey for the Razer Game Store for future optimisations.
- Designed a landing page for the Razer DeathAdder and Razer Exclusives bundle marketing campaign. Conducted usability testing, wireframing, prototyping, high-fidelity mock-up, iteration and asset handover. Campaign generated a significant increase in TPV and doubled users on the Razer Game Store within a week.
- Researched on UX/UI trends in the digital game distribution industry to propose competitive strategies.
- Designed and delivered graphic assets for marketing campaigns.

Popsical

UI/UX Designer, Aug 2017 – Apr 2018

- Led a responsive web dashboard for B2B and B2C by conducting strategy workshops with stakeholders across different departments to help define product direction with respect to business goals and user needs.
- Brainstormed and defined user personas, user stories, MVPs and product roadmaps.
- Researched and analysed on user needs, existing solutions in the industry and relevant UI design patterns to suggest a strategy that gives a competitive edge towards user needs and business goals.
- Created user flows, site maps and wireframes using Sketch.
- Conducted usability testing on wireframes and iterated accordingly.
- Created low and high-fidelity mock-ups and prototypes for responsive web and mobile app.
- Conducted usability testing on prototypes at varying levels of fidelity both internally and externally.
- Ensured proper asset handover with accompanying annotations to the engineering team.

Popsical

Graphic Designer, Sep 2016 – Aug 2017

- Designed newspaper false wraps, flyers, social media advertisements for month-long marketing campaigns including the Official Product Launch, Hari Raya and National Day and met sales goal of up to \$100,000.
- Created design assets, videos and accompanying copy for the company's website and social media.
- Increased engagement and online sales while successfully reaching over 9,000 likes on Facebook.
- Designed pop-up stores for marketing events, a permanent booth at Our Tampines Hub and its respective furniture while meeting brand guidelines.
- Conceptualised, designed and iterated product packaging while achieving a pleasant user experience.

Volunteering

The
Codette
Project

Designer, 2018 – Now

- Helped in running Singapore's first women-only hackathon organised by The Codette Project and taught a UX class to the participants.
- Designed and delivered the landing page.
- Assist in facilitating classes.

Echoed
Labs

Trainer, 2018 – Now

- Taught introduction to web design classes involving HTML, CSS and Bootstrap

Awards

- Mosque Tech Challenge 2018 Winner

Skills and Tools

- Sketch, Adobe Photoshop, Adobe Illustrator, Flinto, InVision, Zeplin, Webflow
- User Interface Design, User Experience Research, Usability Testing, Wireframing, Prototyping, Responsive Web Design
- HTML, CSS, Bootstrap
- English (Fluent), Malay (Native), Bahasa Indonesia

Education

- General Assembly, User Experience Design Course, 2017
- National University of Singapore, BA in Political Science, 2013-2016
- Raffles Institution, 2011-2012