RESUME

Hey, I'm Shah,

A UI/UX *& Full Stack* DEVELOPER

Product Designer & Full-Stack Developer helping startups design, build, and launch intuitive platforms from zero to scale. Born in Kuala Lumpur, Malaysia, with a bachelor's degree in Communication Design from Edinburgh, Scotland, I bring strong technical skills, a sharp eye for detail, and a passion for crafting smart, high-quality digital experiences.

- 1,000+ Advertising & Marketing Designer
- 50+ Web Developer
- 3+ Mobile App Developer

WORK *Experience*

Op. Coordinator & Web Developer — 2016-2018, Full Time

→ Webmore Marketing Sdn. Bhd. (Startup)

Designed social media content and UI/UX for client websites, ensuring visually consistent and friendly experiences. Coordinated with clients to deliver tailored web solutions, resulting in high satisfaction and strong retention. Managed daily operations, balancing creative execution with technical development to support business growth.

Senior Web & Mobile Developer (Promoted & Reassign) — 2018-Present, Part Time

→ Webmores Digital Marketing Sdn. Bhd.

End-to-end development of responsive web and mobile applications across multiple platforms. Delivered clean, scalable code with a strong focus on performance, security, and UI/UX best practices. Collaborated with cross-functional teams to architect solutions that align with business goals, while also mentoring junior developers and streamlining workflows for faster project delivery.

Marketing & Web Developer — 2020-2024, Full Time

→ Homedopt Resources Sdn. Bhd. (Startup)

Built the company's digital presence from the ground up, designing and developing the official website, managing SEO, and producing marketing campaigns to drive visibility. Created branded materials and social content to boost outreach and engagement. Helped position the business competitively in the property market through strategic web and marketing execution.

Op. Coordinator & Web Developer (Promoted & Reassign) — 2021-2025, Full Time

→ Homeprop Management & Services Sdn. Bhd.

Develop property management web application using React for improved accessibility across devices. Oversaw daily operational workflows while enhancing internal systems and client interfaces. Collaborated closely with marketing to align digital tools with business goals and support company growth.

Creative Manager & Senior UI/UX Designer — 2023-2024, Full Time

→ One2Cloud Ltd. (Startup)

Contributed to the visual and brand identity and user experience of cloud-based platforms in a fast-moving tech startup. Designed and refined intuitive interfaces for web and mobile apps, focusing on usability, scalability, and clean user flows. Worked closely with developers to translate technical concepts into user-friendly experience. Helped shape brand presence and consistency across product UI and marketing assets.

Chief Creative Officer (Promoted & Reassign) — 2024-2025, Contract

→ Lookcard Ltd. (Startup)

In Fintech industry, Led the end-to-end design and development of the brand, website, web app, mobile app and product interface from zero to launch. I worked on both the design and development, handling the backend and frontend for the app that supports crypto and stablecoin-based credit and debit features. I also created tools to help grow the company's online presence and make the product easier to understand and use.

Managed multiple roles simultaneously, often holding dual full-time positions as both lead developer and designer, contributing across startups and tech teams.

Achievement

- **Create Ideas**
  Successfully propose layout and design for the company contracts under extremely tight deadlines
- **Built From Scratch**
  Designed and developed a full-functioning web and mobile platform without relying on pre-made templates or external teams.
- **Better content**
  Created SEO strategy that improved organic search traffic to the company website by 60%
- **Try new things**
  Developed and implemented new procedures and system by increasing the revenue for the company
- **Creative That Converts**
  Designed digital ads and landing pages that directly increased lead conversions by over 20% for a campaign.
- **Startup Survival Kit**
  Built essential business tools, internal dashboards, pitch decks, email templates, used to secure funding and run daily ops.
- **Human Touch**
  Improved user experience of a fintech app by simplifying onboarding, reducing user drop-off by over 60%.
- **Tight Budget, Big Impact**
  Produced an entire product campaign (video, visuals, social, and landing page) under a limited budget, with high engagement returns.
- **Lead Without the Title**
  Took initiative to guide junior team members and coordinate between departments, even before earning any official leadership role.
- **Visual Identity Done Right**
  Crafted an entire brand identity, including logo, color system, and custom typography for a startup, helping it gain recognition in its niche.

Awards

Huawei Cloud, 2024
Led frontend cloud engineering and architecture for the company.

Awwwards, 2023
Honorable mention for a website I designed and developed.

2,000+ Praises, 2016
Highly praised for a presentation delivered during a talk.

Educations

Diploma Graduate 2005-2007

Asia Pacific University of Technology & Innovation

Gained a solid foundation in programming, software development, and system analysis. Studied key subjects such as data structures, algorithms, networking, databases, and web technologies. Developed strong problem-solving skills and hands-on experience in building real-world applications.

BSc Communication Design 2009-2013

Heriot-Watt University, Scotland

Studied visual communication, branding, and user experience across digital and print formats. Gained strong hands-on experience in design and critical thinking, typography, layout, and creative strategy, while learning new computer languages, particularly for interactive prototyping and web design. Developed a versatile skill set for roles in UI/UX, digital design, and frontend development.

Interesting Facts

01. Self-taught and self-driven, with 25+ years of hands-on experience in design, code, and product thinking.

02. I've shipped full-stack products from scratch with limited resources. Design, development, deploy.

03. I bridge creative vision with technical reality. Designers trust me. Developers respect me.

04. Nothing goes live until it feels right. From pixel-perfect UI to efficient, scalable code.

05. I reverse-engineer interfaces, APIs, and systems out of curiosity, not just necessity.

06. I stay obsessed with outcomes, not effort. Deadlines, pressure, or chaos never stop my execution.

07. I think in systems and strategy. I connect business goals with product decisions that compound over time.

08. Good enough isn't good enough. I ship only when it's scalable, refined, and rock solid.

Contact

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Open to relocation or hybrid opportunities in the UK, EU, or US. Sponsorship required.

Scan to view my portfolio or visit:
www.shah.contact

Skills

Typography | Strategist | Creative Thinker | Problem Solver | Web & Mobile Developer | Video Editing | Motion Graphic | Multitasker | Time Management | 3D Artist | Analytical | Color Grading | Marketing | Technologist

Designer

ILLUSTRATOR 9/10	LIGHTROOM 7/10
PHOTOSHOP 8/10	3D BLENDER 6/10
FIGMA 8/10	SONY VEGAS 8/10

Developer

HTML / CSS 9/10	LARAVEL / PHP 6/10
NEXT JS 7/10	PYTHON 7/10
REACT NATIVE 7/10	DART (FLUTTER) 8/10
TAILWIND CSS 7/10	TYPESCRIPT 8/10

Referral

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