

# Salman Tahir

UI/UX Designer / Google Certified

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## PROFILE

UI/UX designer with 4+ years of industry experience, currently at an award-winning web agency with offices in Singapore and Australia, building scalable design systems and shipping end-to-end digital products across healthcare, real estate, finance, and philanthropy. Research-led and outcome-focused, with a consistent record of lifting conversion rates and user engagement. As comfortable leading stakeholder discovery as shipping high-fidelity Figma prototypes.

## EXPERIENCE

### UI/UX Designer

Jul 2023 – Present

Chillybin Web Design Pte. Ltd.

Singapore (Remote)

- Architected a Figma component library and design system using variables and Bootstrap standards, reducing design workflow time by 40% and project delivery by 25% across 50+ active client projects.
- Led end-to-end UX strategy for clients across Singapore, Australia, and globally, including Temasek Life Sciences, Fullerton Fund Management, Raffles Medical Group, and Ninja Van, driving an average 30% uplift in conversion rates and 90%+ client satisfaction.
- Deployed Hotjar and Microsoft Clarity heatmap analysis to identify friction points in user flows, informing CTA optimisations that improved lead generation and sales conversion across client websites.

### UI/UX Designer (Internship)

Jan 2023 – Jun 2023

BizDigital Sdn Bhd

Bandar Seri Begawan, Brunei

- Redesigned the agency's portfolio website through user research and iterative usability testing, achieving a 30% increase in user engagement and 20% improvement in lead generation.
- Contributed to a diverse portfolio of public and private sector clients, with standout projects including a government contract for the Ministry of Education's national educational expo.

## KEY PROJECTS

### UI/UX Designer

Jun 2022 – Jan 2023

Tag Technologies

Bandar Seri Begawan, Brunei

- Designed the complete brand identity and marketing website for an NFC/RFID tech startup, covering logo, colour system, typography, and responsive UI, built and deployed on WordPress with WooCommerce-powered service ordering.
- Ran end-to-end UX process including competitor analysis, user interviews, and persona development to create an accessible experience for both technical and non-technical audiences, contributing to strong early customer interest and sales traction post-launch.

## EDUCATION

### BSc Computer Science (Part-time)

Jan 2024 – Jan 2027

INTI International University · INTI Merit Scholarship

Nilai, Malaysia

### Diploma in Information Systems

Jul 2020 – Jul 2023

Politeknik Brunei · Fully Funded Government Scholarship

Bandar Seri Begawan, Brunei

## SKILLS & TOOLS

### DESIGN

Figma, Adobe XD, Photoshop, Illustrator, InDesign, Sketch, Axure, Canva

### RESEARCH

User Interviews, Usability Testing, Heatmap Analysis, Journey Mapping, Competitive Analysis

### WEB

HTML, CSS, JavaScript, Bootstrap, Tailwind, Elementor, Webflow, WordPress

### CERT

Google UX Design Professional Certificate