

Qistina Tajuddin

UI/UX Designer

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Experience

UI/UX Designer · Foodcrush Solutions

APRIL 2018 – AUGUST 2020 · BAYAN LEPAS, PENANG

- Designed user experience, interface and function of mobile apps and websites
- Iterated rapidly using sketched concepts, wireframes, and interactive prototypes
- Worked closely with stakeholders to develop solutions that connect users' needs with business goals
- Crafted visually appealing logos, illustrations, and icons
- Established smoother workflow for handing over design assets to development team using Adobe XD and Dropbox
- Mentored designers to increase efficiency and client satisfaction
- Collaborated with business development team to create engaging social media content
- Developed brand identities for clients
- Clients included Lazy HK, Bridalgram, Folo, Rasa Malaysia, Europcar

Head of Design · Joe Sidek Productions

NOVEMBER 2016 – OCTOBER 2017 · GEORGE TOWN, PENANG

- Lead creative team to concurrently produce online and offline marketing collateral for 3 art festivals
- Oversaw the conception and redesign of company's official websites
- Collaborated with other departments to design social media marketing campaigns
- Facilitated strong working relationships with tourism board, printers, artists, and vendors

Art Director · KL International Jazz

JANUARY 2012 – DECEMBER 2015 · SUBANG JAYA, SELANGOR

- Defined a cohesive creative direction for brands under the company
- Designed and directed all marketing materials including billboards, merchandise, and print media
- Managed the conception, design and writing of social media content on Facebook and Twitter
- Developed and launched official company website on WordPress

Education

Multimedia University

BEng (Hons) Electronics

Majoring in Computer

California Institute of the Arts

Graphic Design

Specialization

Skills

User interface design

User experience design

Wireframing

Prototyping

Branding

Tools

Adobe XD

Adobe Photoshop

Adobe Illustrator

Microsoft PowerPoint

Microsoft Word

Languages

English

Malay