


Amirreza Vossough (Jacob .A)

Senior UX/UI Designer & Lead | Digital Product Manager

-  LinkedIn
-  Behance
-  16 Personalities
-  +601111570075
-  jacob.arlington@gmail.com
-  Kuala Lumpur, Malaysia

SKILLS

Design Thinking	● ● ● ● ●
Information Architecture	● ● ● ● ●
UX Workshop	● ● ● ● ●
User-Centered Design	● ● ● ● ●
UX/User Research	● ● ● ● ●
Prototyping	● ● ● ● ●
Interaction Design	● ● ● ● ●
Usability Testing	● ● ● ● ●
Visual Design	● ● ● ● ●
Design System	● ● ● ● ●
UX Writing	● ● ● ● ●
Product Management	● ● ● ● ●
Growth Strategy & Scaling	● ● ● ● ●
Entrepreneurial Mindset	● ● ● ● ●
Company Culture Development	● ● ● ● ●
Competitive Analysis	● ● ● ● ●
Strategic Planning & Vision Setting	● ● ● ● ●
Market Analysis & Opportunity Identification	● ● ● ● ●
Business Model Development	● ● ● ● ●
Storytelling	● ● ● ● ●
Graphic Design	● ● ● ● ●
HTML/CSS/JS	● ● ● ● ●
WordPress/Joomla/Magento	● ● ● ● ●

I excel at **building impactful digital products from concept to launch**. My expertise translates user requirements and business vision into user-centric solutions by leading the end-to-end design process—from research and strategy to final UI execution. This process drives significant improvements and enhances customer satisfaction.

PROFESSIONAL EXPERIENCE

- Product Design Lead,**
FPT Software (Petronas & MDEC Projects)
January 2022 – present | Kuala Lumpur, Malaysia
- Led user **research activities**, including interviews, testing, secondary research, synthesis, and analysis.
 - Conducted a **UX Workshop** and **collaborated with the team** to create intuitive and innovative designs based on user feedback, enriched user involvement.
 - Developed **user flows, wireframes, prototypes**, and high-fidelity designs using tools like **Figma, Miro, Mural, and Adobe XD**, resulting in a seamless user experience that reduced user onboarding time.
 - Able to bring the UX strategy to life with beautiful, intuitive, pixel-perfect aesthetics and UI design patterns that follow the latest interactive design best practices.
 - Prioritized user-centered design principles, resulting in an impressive 35% improvement in overall **customer satisfaction** ratings.
 - **Mentored UX/UI designers** as a **Team Lead**, providing feedback and guidance for professional growth and improvement in design skills and contributions to project success.
- Senior UX/UI Designer,** BlokSports (Remote)
January 2021 – December 2021 | New York, USA
- Created the UX strategy for projects.
 - **Leveraged UX processes and methodologies** to decide the best approach for projects of varying complexity.
 - Research and understand company culture and vision to create and enhance web and mobile applications to exhibit that vision.
 - Constructed design systems and adopted existing brand guidelines/systems, ensuring consistency.
 - Developed personas and translated user needs and business goals into strategic experience design materials such as customer journeys, information architecture, user flows, wireframes, and interactive prototypes.
 - Engaged closely with **developers** to **adopt and understand** new design systems.
- Senior UI/UX/WEB Designer,** I-Serve Group of Companies
February 2018 – November 2020 | Kuala Lumpur, Malaysia
- Led the end-to-end design process for digital products, including **websites, web applications, and mobile applications**, accumulated user engagement and boosted overall user satisfaction.
 - Competitor research led to design decisions that dwindled abandonment rates and raised conversion rates.
 - Built up system design guidelines and UI library that reduce revision cycles.

CERTIFICATES

Design Thinking: The Ultimate Guide

IxDF (International Design Foundation)

Emotional Design

IxDF (International Design Foundation)

Gamification - How to Create Engaging User Experiences

IxDF (International Design Foundation)

Become a UX Designer from Scratch

IxDF (International Design Foundation)

COURSES

UX Foundations: Storytelling, LinkedIn

Empathy in UX Design, LinkedIn

Learning Design Sprints, LinkedIn

Designing Emotion: How To Use Design To Move People, LinkedIn

Brand Strategy for Designers, LinkedIn

Interaction Design: Flow, LinkedIn


PROJECTS

Grant Management System | MDEC,

UX/UI Lead 

Led discovery through stakeholder workshops and user interviews, defining requirements and pain points. Developed core UX artifacts (personas, user journeys, wireframes, prototypes) to ensure alignment and guide development, resulting in successful product delivery.

EDH | Data+ | Petronas Digital,

UX/UI Lead and product manager 

Guided the product development lifecycle by conducting workshops and user interviews to define business requirements and uncover key user pain points. Synthesized research findings into actionable design artifacts, including personas, user journeys, wireframes, and interactive prototypes, culminating in the successful delivery of the product.

EDUCATION

Computer Technology/Computer Systems Technology, Sahand University of Technology

- Communicated and justified solutions to internal and external stakeholders in a clear and compelling way.

UI/UX/WEB Designer, Centium Software

August 2012 – December 2017 | Kuala Lumpur, Malaysia

- Assigned as a **single UI/UX designer** (one-man army) to oversee all design works.
- Prototyped and designed the Malaysian government website, resulting in improved user satisfaction and improvement in user task completion rates, leading to streamlined citizen interactions and elevated digital governance.
- Enhanced UX of platforms like **CIS, HIS, and CRM**, leading to increased user enrollment and improvement in overall user experience.
- Collaborated with project contributors, stakeholders, and multidisciplinary teams to create user-focused concepts and **interactive solutions for web/mobile interfaces**, resulting in a decrease in user errors and a 30% increase in user adoption rates.

Co-founder & Director, Hajme Sabz

February 2004 – 2011 | Mashhad, Iran

- **Spearheaded** the agency's strategic direction, co-developing the business plan, defining service offerings (e.g., SEO, PPC, Web Design, Content Marketing), and establishing target market positioning.
- **Directed** business development activities, including lead generation, sales pipeline management using [CRM Tool, e.g., HubSpot, Salesforce], proposal creation, and contract negotiation, resulting in acquiring over 100 clients in 7 years.
- **Oversaw** end-to-end agency operations, establishing workflows, managing resource allocation, and ensuring quality assurance across all client projects, contributing to sustained operational efficiency.
- **Cultivated** C-level relationships with key clients, acting as a strategic partner to align agency services with business goals, which significantly contributed to achieving a 37% client retention rate.
- **Built and led** a high-performing team from 2 to 20 specialists across multiple disciplines (e.g., Marketing, Design, Development), Promoting a culture focused on collaboration and achieving results
- **Managed** full P&L responsibilities, directing financial planning, budgeting, forecasting, and cash flow management, ensuring consistent agency profitability.
- **Implemented** project management methodologies using tools, improving project delivery timelines and overall team productivity by approximately 15%.
- **Mentored** senior team members and department leads, providing strategic guidance and fostering professional growth to build leadership capacity within the agency.
- **Drove** agency growth initiatives based on market analysis and opportunity identification, resulting in an average year-over-year revenue increase of 19% over five consecutive years.
- **Able to** translate high-level business objectives into actionable digital marketing strategies, leveraging expertise across SEO, SEM, social media, and analytics to deliver tangible client ROI.