## **ESKANDARIAN MIRZA**

Product Designer with a passion for mobile & interactions.



Multifaceted **Product Designer** with end to end experience within the design thinking process. Loves to dabble into code especially front-end and iOS (SwiftUI).



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## **EXPERIENCE**

### SENIOR PRODUCT DESIGNER

SKUTOPIA (April 2023 → September 2024)

- Conceptualised, designed and created prototypes for various features within the platform
- Work closely with the PM and Project Lead within a squad to come up with the best and feasible design solution for any given feature/project
- Conducted user research and interviews and running discovery and ideation workshops with the wider team/stakeholders
- Mentoring junior designers via design reviews and sparring sessions

### **LEAD DESIGNER**

MagicHire, CryptoCrew & Referrio → The OG Crew (June 2021 - February 2023)

- Conceptualised and designed landing pages and both desktop and mobile-responsive apps for three distinct SaaS platforms - MagicHire, CryptoCrew, and Referrio - within 11/2 years.
- Collaborated with the engineering team to support front-end development.

## **MOBILE PRODUCT DESIGNER**

JobAdder (August 2017 - June 2021)

- Enhanced the design and user experience of the JobAdder mobile app, resulting in a 100% increase in Monthly Active Users from 30% to 60%.
- Conducted user research and interviews while supporting mobile engineers in front-end development and testing.
- Collaborated with other product designers to develop JobAdder's inaugural design system, streamlining workflows for both the design and engineering teams.

## **FOUNDER & LEAD DESIGNER**

Motive Interactive (May 2013 - September 2017)

- As a Lead Designer, I have worked on various projects which includes conceptualising and designing for web, mobile applications and interactive kiosks.
- Notable clients includes Maybank, Astro, Digi, KidZania, UMW Motors & Tune Talk.

#### **EDUCATION**

# MA CREATIVE MEDIA ANIMATION & INTERACTIVE MEDIA

RMIT (Melbourne) February 2007 - June 2009

# BA (HONS) CREATIVE MULTIMEDIA INTERFACE DESIGN

Multimedia University (Malaysia) April 2002 - June 2006

### **REFERENCES**

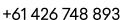
#### **AKHILA BHATT**

Head of Product of SKUTOPIA +61 421 835 480



## **HECTOR SERRANO**

Director of Research & Design at JobAdder



## KRISTY SINCLAIR

Design Director at Iterativ +61 419 163 291



## **TOM DYSON**

Head of Product at JobAdder +61 419 290 724



## **SKILLS**

User Interface Design
User Experience
iOS Prototyping & Front-End Dev (Swift)
Front-End Development (HTML, CSS,
Javascript, PHP)
Design Systems
Design Thinking