

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).

 eskimirza.com

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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 1 1/2 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
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HECTOR SERRANO

Director of Research & Design at JobAdder
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KRISTY SINCLAIR

Design Director at Iterativ
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TOM DYSON

Head of Product at JobAdder
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SKILLS

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