

NURIY ARISA

Lead Product Designer (UX/UI)

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SUMMARY

Lead UX Designer with 9 years of UX/UI experience and over 10 years in design, shaping enterprise and data-driven products across renewable energy, HR tech, and event management.

I design for impact by aligning user-experience decisions with measurable business outcomes and company strategy. My approach blends systems thinking, data-informed design, and cross-functional collaboration, helping teams move from assumptions to confident, validated solutions.

Passionate about simplifying complexity, I turn technical and data-heavy systems into intuitive tools that empower both organizations and users.

CORE STRENGTHS

- Product discovery & continuous validation
- Enterprise UX & data visualization design
- Research synthesis & opportunity mapping
- Information architecture & content design
- Design system implementation
- Agile collaboration & facilitation
- Usability testing & measurement frameworks
- Mentorship, cross-functional facilitation, stakeholder alignment

EDUCATION & CERTIFICATIONS

MIT Sloan Executive Certificate
- [Design Thinking](#) (2020)

University Teknologi Mara (UiTM)
Bachelor in Instructional Communication & Training (2017)
Diploma in Communication and Media Studies (2015)

TOOLS

Figma · Miro · Jira · Confluence · Azure DevOps · Hotjar · Maze · Preely · Amplitude · UserTesting · Optimal Workshop

EMPLOYMENT HISTORY

Lead UX Designer – Ørsted

(Ørsted Data Ecosystem & Engineering Applications)

Nov 2022 – Present | Kuala Lumpur, Malaysia

Advancing Ørsted’s mission of creating a world that runs entirely on green energy by designing data-driven tools that empower engineers and analysts to make faster, more confident, and sustainable decisions.

- QC Viewer (Wind Turbine Loads Analysis Tool):** Led the end-to-end redesign of an internal platform analyzing over 15,000 sensor data points. Introduced structured filtering and sensor-matching workflows, improving engineers’ efficiency and trust in turbine performance analysis.
- VDI Optimization:** Conducted global user research across hybrid, light, and heavy engineer personas to identify UX and performance issues in virtual desktop environments. Delivered actionable insights that guided IT cost-efficiency and sustainability initiatives.
- Collate SharePoint & Data Catalogue:** Co-led UX and information architecture for Ørsted’s enterprise data platform. Designed separate Data Seeker and Data Producer pathways to simplify onboarding and improve adoption across global data teams.
- B2C Website UX Revamp:** Introduced post-release measurement frameworks to evaluate feature performance, resulting in a **17% increase in user engagement**.
- Partnered across three Agile Release Trains (~60 members) with Product Owners, Developers, and Data Governance to embed user-centered design in enterprise product delivery.

Product Designer – SEEK Asia

Jan 2021 – Nov 2022 | Kuala Lumpur, Malaysia

Supported SEEK’s vision to help people live more fulfilling and productive working lives by enhancing employer tools that increase hiring efficiency, customer satisfaction, and platform loyalty across APAC.

- Boolean Search:** Designed and launched SEEK’s most requested feature, enabling recruiters to create precise candidate queries. Delivered a **6.4% increase in returning customers** and measurable improvement in job match quality.
- Drove continuous discovery by collaborating with Designers, Product Managers, Developers, and Researchers to transform user insights into validated, high-impact product decisions.
- Enhanced recruiter dashboards and job ad performance metrics, aligning design direction with SEEK’s core business goal of improving employer engagement.
- Planned, executed, and synthesized usability tests and surveys to guide backlog prioritization based on real data instead of assumptions.

Design Manager – AirAsia RedTix

Aug 2019 – Dec 2020 | Kuala Lumpur, Malaysia

Enabled RedTix’s growth as one of Asia’s leading event management platforms by scaling design operations, improving conversion journeys, and creating a unified design system that supported rapid product expansion.

- Design System Creation:** Established and implemented the RedTix Design System, standardizing UI components and design practices across teams to improve delivery speed and brand consistency.
- Team Leadership:** Mentored junior designers and interns across UX/UI, graphic, and creative disciplines by raising skill levels and productivity while cultivating a collaborative design culture.
- Cross-functional Collaboration:** Worked closely with developers and business stakeholders to align design outcomes with key revenue goals, including ticket sales and event engagement.
- Strategic Design Direction:** Translated complex event management requirements into intuitive, user-friendly experiences supporting RedTix’s expansion into new regional markets.

Senior UX/UI Designer – Bakehouse Venture Builder

Aug 2018 – Aug 2019 | Kuala Lumpur, Malaysia

Contributed to Bakehouse’s mission of helping startups and enterprises accelerate digital growth through user-centered, high-performing web and mobile solutions.

- Managed two flagship clients: **AirAsia RedTix** and **YFood** from discovery through delivery, producing high-fidelity prototypes and validated designs that improved engagement and conversion.
- Conducted usability testing and data-driven evaluation of UI patterns to refine interaction models and optimize end-user journeys.
- Re-architected product experiences to better align with each client’s evolving business model and performance goals.
- Presented UX strategy and design concepts directly to stakeholders, bridging communication across business and technical teams.

Junior UX/UI Designer – Bakehouse Venture Builder

Mar 2017 – Aug 2018 | Kuala Lumpur, Malaysia

Supported Bakehouse’s early-stage design and product development efforts by transforming business requirements into intuitive digital experiences that improved usability and brand credibility for clients across Asia and Europe.

- Collaborated with the **Product Manager** and **Art Director** to research user personas, case studies, and customer journeys, informing product direction and design decisions for desktop and mobile platforms.
- Created **wireframes, user flows**, and **interactive high-fidelity prototypes** to effectively communicate product features and functionality to stakeholders.
- Solved complex design constraints** by proposing alternative UX/UI solutions within technical limitations, maintaining usability and business alignment.
- Designed and maintained **Bakehouse’s corporate website**, ensuring consistent brand identity and smooth navigation flow.
- Contributed to **end-to-end UX/UI** design for multiple client projects, including **AirAsia RedTix**, **YFood**, **Revolicious**, **Aquila Network**, and **Drop Coffee** by adapting designs to diverse audiences and markets.
- Led rebranding efforts** and developed visual assets for **AirAsia RedTix’s Event Management System**, enhancing usability and overall design cohesion.
- Designed **custom UI layouts for AirAsia RedTix’s event pages** and produced high-quality **marketing collateral** for AirAsia RedTix and YFood, ensuring brand consistency and visual excellence across digital touchpoints.

PROJECT HIGHLIGHTS

Ørsted – QC Viewer Redesign

Role: Lead UX Designer

Impact: Simplified data-heavy workflows for turbine load analysis across 15,000+ sensors, improving engineers’ efficiency and trust in data-driven decisions.

SEEK Asia – Recruitment CRM (SIVA Migration)

Role: Product Designer

Impact: Enhanced recruiter efficiency and match precision through an advanced search interface, resulting in a 6.4% increase in returning employers.

AirAsia RedTix – Design System & Event Platform

Role: Design Manager

Impact: Created a scalable design system and streamlined event management UX, improving design consistency and delivery speed across RedTix’s regional product suite.