Farul Haziq

Product Designer

Design systems, user research and AI workflows

farulhaziq2@gmail.com
linkedin.com/in/farulhaziq
joziq.work
portfolio.joziq.work
Malaysia. Open to hybrid and relocation

PROFILE

I'm a product designer with 5+ years of experience turning messy problems into simple, thoughtful digital experiences. I've worked across different industries, bringing together user needs, business goals, and a little creative problem-solving.

These days, I'm also exploring AI and code to build faster, experiment more, and bring ideas to life beyond Figma.

80%+
fewer incorrect listing locations, PropertyGuru

+28%
online contributions in the KWSP i-Akaun flow I designed

~40%
less design UAT time with my Figma review plugin

EXPERIENCE

Product Designer, PSYKHE — Sep 2025 to present
Digital design agency, Singapore

DBS Insights: personalised updates based on customers' banking activity

- Audited 37 priority use cases and cut the component library from 33 to 15 reusable components.
- Designed 6 screen templates for CMS-driven content across digibank and Internet Banking.
- Wrote documentation and a PowerPoint toolkit so MarTech and Servicing teams could use the framework on their own.

Gardens by the Bay

- Revamped website pages, handling the graphic design, image editing and content writing.

AI workflows

- Built a Figma design review plugin with Claude Code and the Figma MCP. It checks client files for tokens, spacing, type and detached components, and gives AI suggestions a designer keeps or changes. Cut design UAT time by about 40%.
- Built a Claude Code banner workflow for Gardens by the Bay that picks up Trello requests, edits and checks each format, and delivers back. Cut each banner set from up to 1 hour to under 5 minutes.
- Connected the PSYKHE website to HubSpot and trained HubSpot's AI to fill in and score candidate profiles from one link. Estimated 50%+ less candidate admin.

Other work

- UOB Service Build Procurement Dashboard: mapped user flows and built reusable components for an internal platform that tracks service requests.
- PSYKHE website: designed and built on Webflow, optimised for AI search (AEO and GEO) and connected to HubSpot.

Senior UI/UX Designer, MesinKira

Nov 2024 to Jun 2025

POS and bookkeeping. Sole designer across the product suite

- Introduced the company's first design system and delivered it across web and app.
- Led the e-invoicing dashboard revamp. Gathered requirements with the Business Analyst and tested high-fidelity prototypes with users before release.
- Led design and requirements for the POS app and public website revamps, validating wireframes with stakeholders and testers.

Product Designer, PropertyGuru and iProperty

Oct 2022 to Nov 2024

Real estate marketplace. Owned the agent products, iProperty PRO and AgentNet

- Led the 8-month redesign of listing creation, turning a long form into a search for verified properties. Cut incorrect listing locations by 80%+ in a 3-month beta with 200+ agents, which led to full rollout.
- Designed an AI step that writes listing descriptions from verified data, with limits that block phone numbers and stop scams.
- Facilitated about 20 agent interviews and the stakeholder workshop that set the design direction.
- Designed lead management, e-KYC and cross-listing features, and added components to design system 3.0.

UI/UX Designer, Aleph-Labs

May 2021 to Oct 2022

Digital agency

Standard Chartered Design System (42+ countries)

- Built the Figma library of 44+ components and documented 40 components and 11 patterns.
- Named design tokens with front-end developers so Figma and code matched. Cut the file's Figma memory use from over 90% to under 50%.
- Reviewed designs for accessibility and component use. A login redesigned with the system saw 69% more successful logins in a 30-day test.
- Ran monthly community events for 30+ designers and stakeholders. Used in 10 projects.

KWSP i-Akaun (web and app, 17 million members)

- Designed the self-contribution flow and FAQ page. Online contributions rose 28% in the 6 months after launch.
- Shaped the redesign with 18 member interviews, a survey of 415 members, personas and workshops.

Bank Islam GO

- Delivered web and app design and the design system for the rebrand.

SKILLS

AI: Claude Code, Claude Skills, Figma MCP, AI prototyping, HubSpot AI

Design: design systems, design tokens, WCAG 2.2 AA, information architecture, prototyping, web, iOS and Android

Research: interviews, surveys, usability, beta and A/B testing, workshops

Tools: Figma, Webflow, Miro, Jira, Trello, HubSpot, Photoshop

EDUCATION

Information Technology (Multimedia)

University of Malaya

Sep 2017 to Feb 2021