

Hello, I am Rudzainy Rahman 👋

I do UI/UX stuff.
Sometimes I do frontend dev stuff & theatre stuff.
Also into photography, climbing, riding, gliding & shield surfing 😉

This is my

PORTFOLIO HIGHLIGHTS

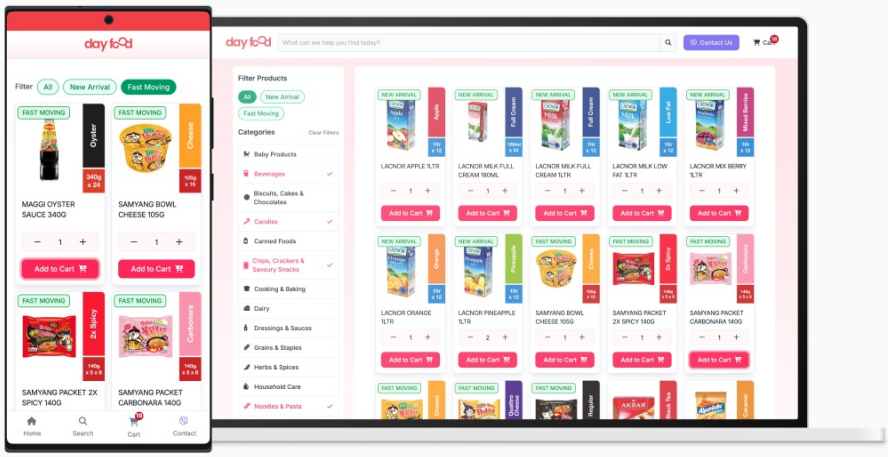
🌏 Kuala Lumpur, Malaysia
🔗 sama2.my/si/rudzainy
☎️ +60 13 801 0985
✉️ rudzainy@gmail.com

🔗 sama2.my/si/rudzainy ✉️ rudzainy@gmail.com ☎️ +60 13 801 0985

2024 → Present
Day Food Catalogue

A Ruby on Rails product catalogue application that synchronizes with Odoo ERP system. This application provides a modern web interface for customers to browse, search and order products from Day Food.

Responsibilities
Project management, research, design & develop.
Technology Stack
HTML, CSS, Figma, Ruby on Rails



UI & UX Processes

Requirements Gathering

Met with Day Food's founder to identify customer pain points with product browsing, search difficulties, and mobile experience gaps.

UI & UX Design Process Mapping

Created quick wireframes and prototypes focusing on intuitive navigation, search functionality, and responsive layouts for better shopping experience.

Design System & Components

Developed interface with continuous anonymous user feedback, iteratively refining visual elements and user flows before final implementation.

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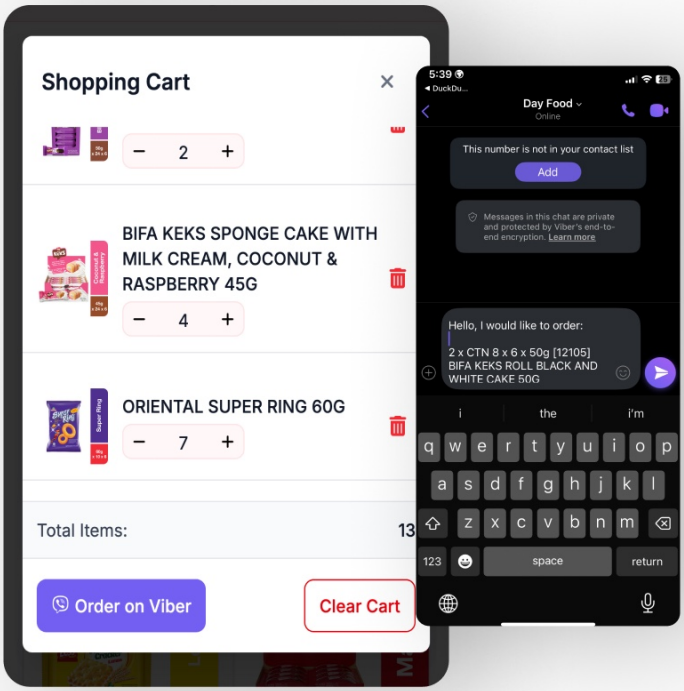
Unique Requirement:
Checkout to Viber

Discovered customers needed a streamlined way to place bulk orders directly through Viber, their preferred messaging platform.

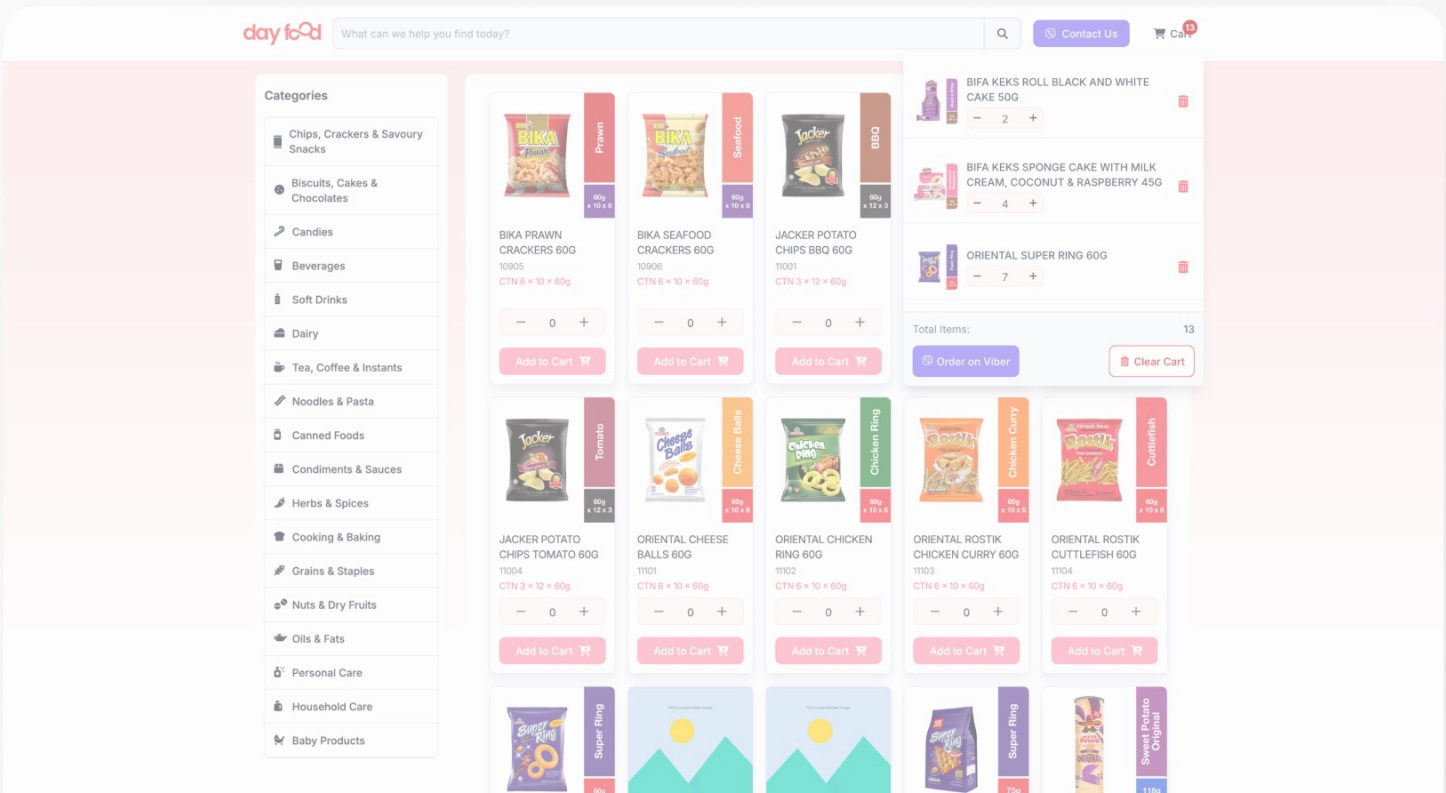
We designed the checkout process to end with orders copied directly into Viber message addressed to Day Food's hotline. Customers only need to tap the send button!

This solution has the added benefit of zero onboarding requirement for customers to place

The catalogue currently does not include product pricing. In version 2, we have planned for the catalogue to support product variations and unit of measure, which will expand checkout to include actual total price.



Instead of payment flow, customer checks out to Viber app, and a sales staff verifies the order.



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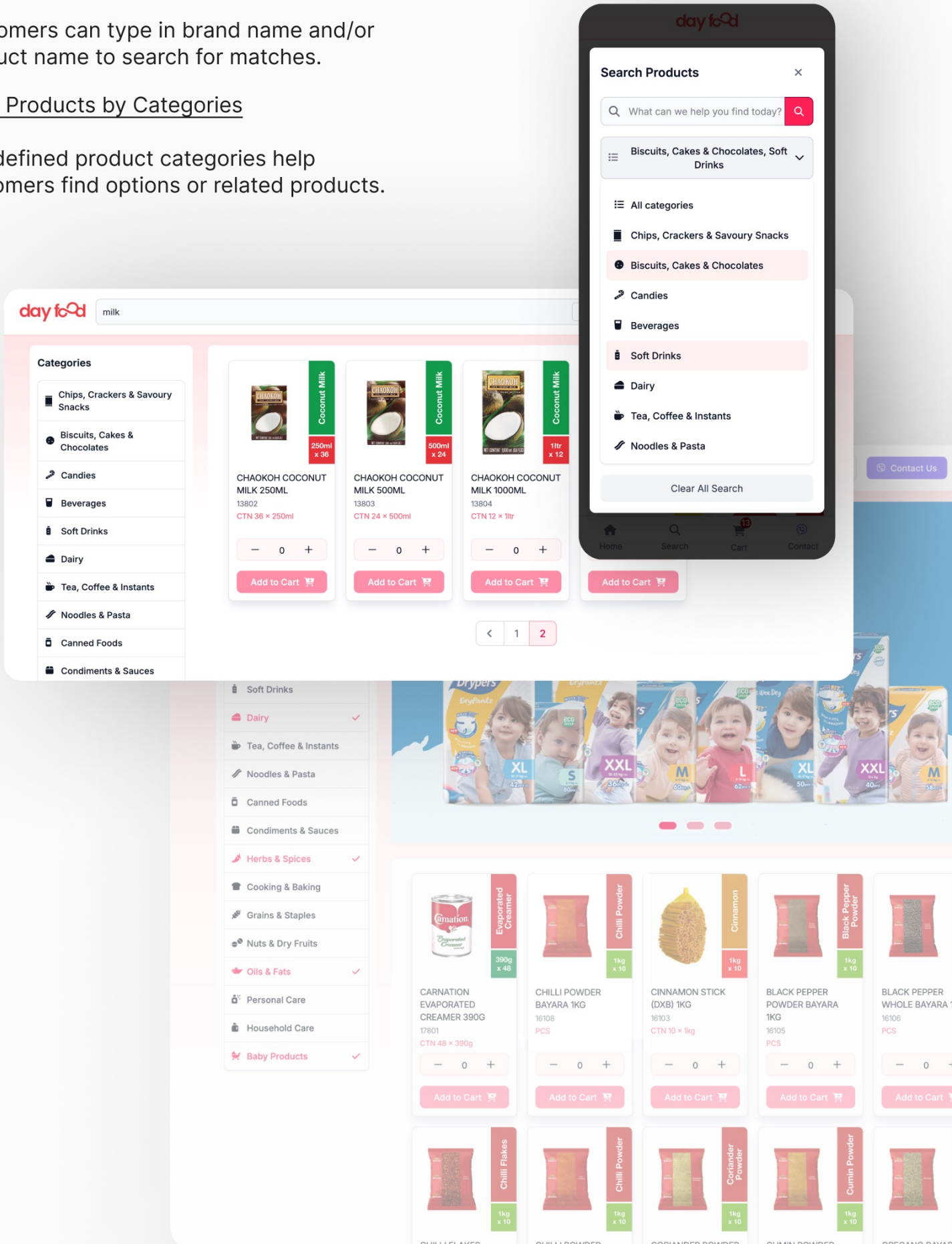
Search and Filter

Search Brands and Products

Customers can type in brand name and/or product name to search for matches.

Filter Products by Categories

Pre-defined product categories help customers find options or related products.



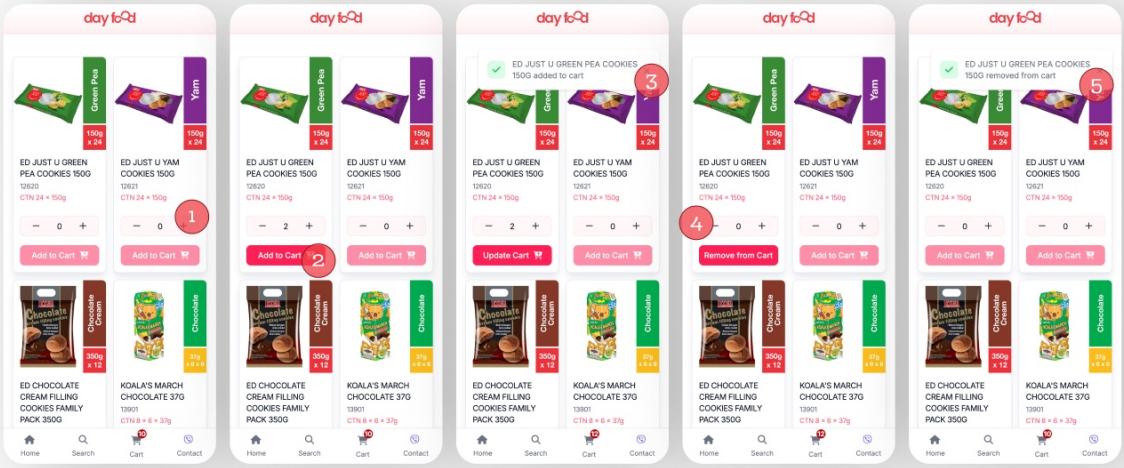


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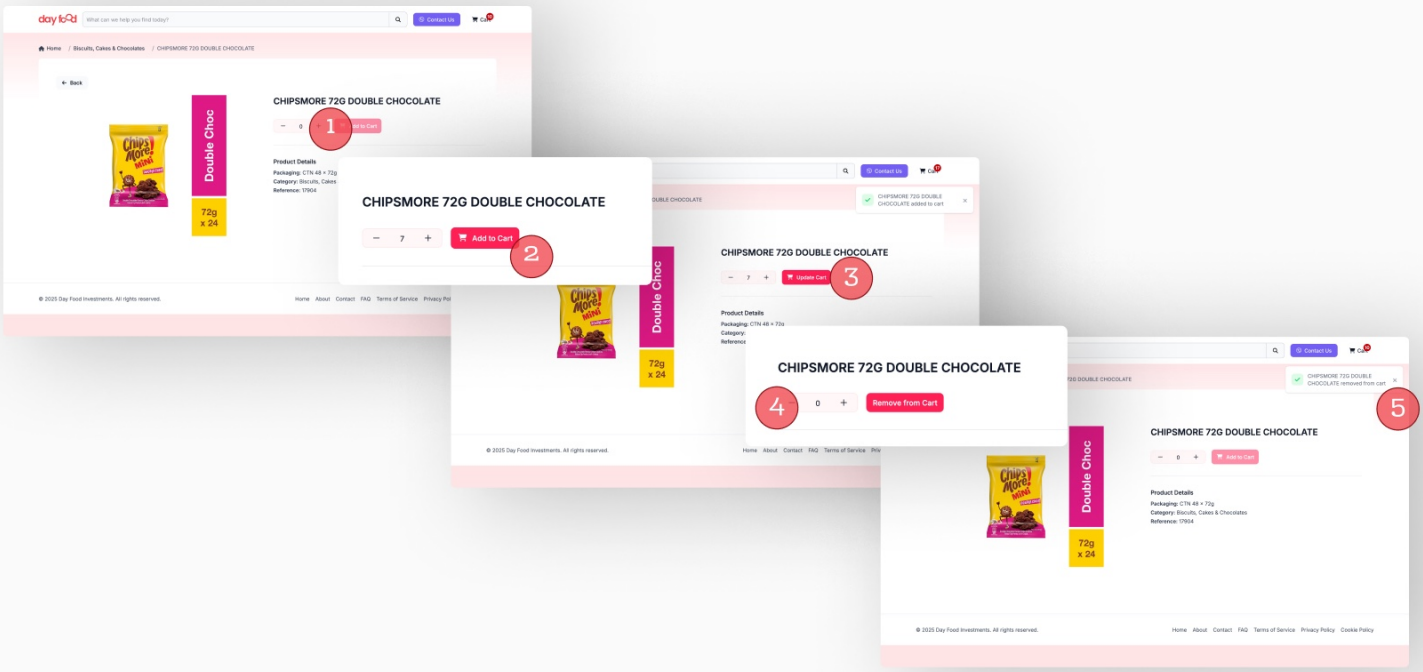
Add & Remove Products from Cart

Manage Products Added to Cart

Dynamic product button clearly state the actions that customers is about to perform.



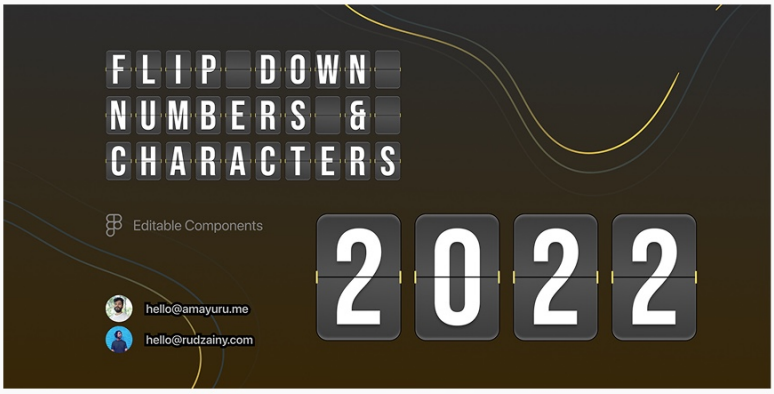
1. Click + to add quantity of product.
2. Click Add to Cart.
3. Product is added to cart.
4. Click - to reduce quantity. Click Remove from Cart button.
5. Product is removed from cart.



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2022

Flip Down Number & Characters



Technology Stack

Figma

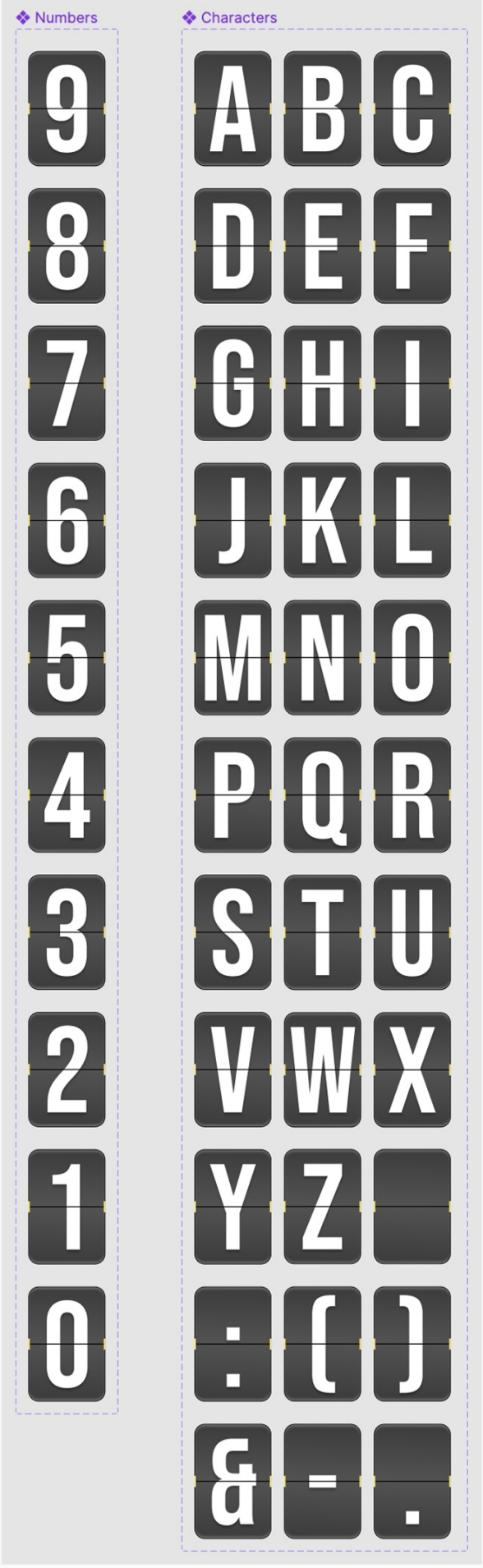
Figma Community

Open in Figma Community

While designing a flight booking app, I needed to find resources for flipboards similar to the ones used in airports. The only one I could find only had flip-down numbers, so I decided to create my own.

I started by adding alphabet characters and a few other symbols to the existing flipboard design. I used the same font family as the numbers too maintain design consistency. Once I was satisfied with the results, I republished the flipboard and made it available to other designers.





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2013 → 2019
Hoojah

A platform for Malaysians to engage in structured objective discussions online.

The Inefficiency of Online Discussion Platforms

Today Malaysians go to social media platforms and online forums to discuss things that matters to them. It's hard to keep track of a specific topic on social media platforms because different group of people discuss the same topics separately, hence failed to provide structural opinions and results. While online forum still uses old layout.

Subjective discussions make it hard for people to make decisions and eventually become noises. People need to process those discussion before come up with a point. Open polls is an objective question that could deter the users to discuss the topic subjectively.

And the open poll mechanism, while is created by the discussion initiator and answers are provided to respondents has limited options and could create frustration to the respondents if the answers are not based on their opinion.
Having high engagement in the topics doesn't mean you're getting a lot out of it. Numbers of engagement could be self-explanatory therefore, the outcome of the discussion is subjective.

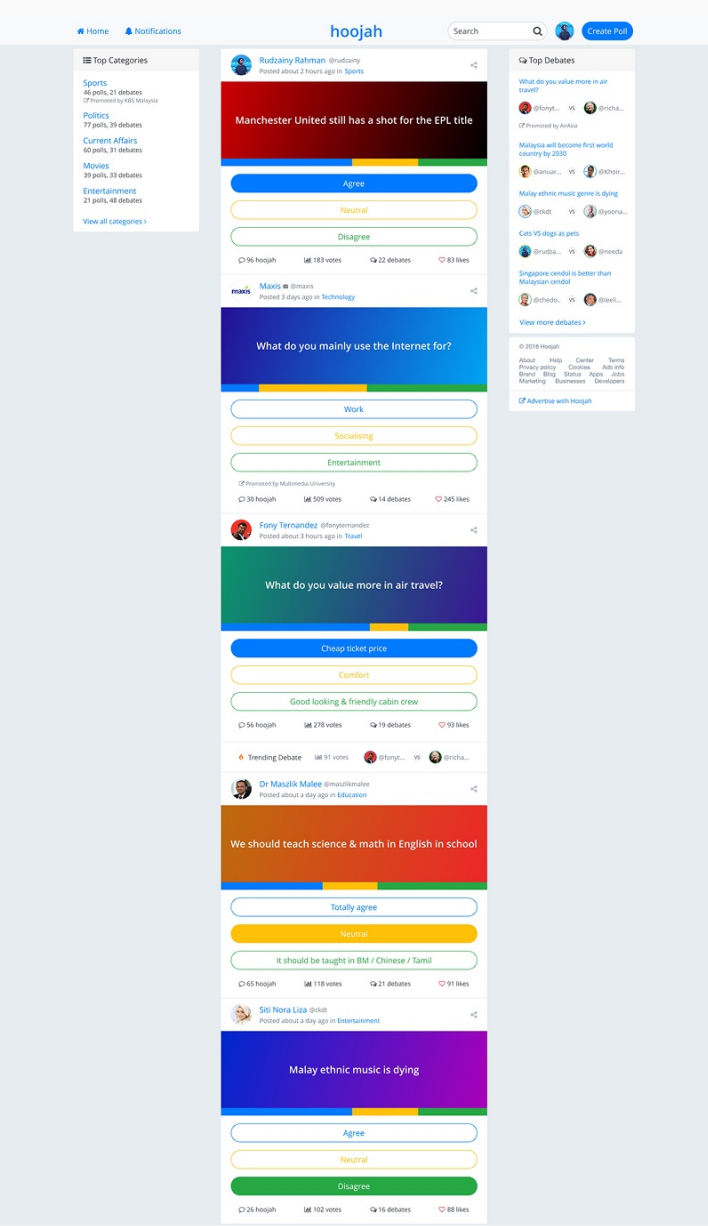
These platforms rarely filter out their users, so a user can register multiple accounts and manipulate the discussion.

Responsibilities

Research, design & develop.

Technology Stack

HTML, SCSS, Adobe XD, Ruby on Rails, ReactJS, Discourse, Docker



Home page showing timeline view of recently updated polls. Desktop users would be able to see additional information in the left and right sidebars.

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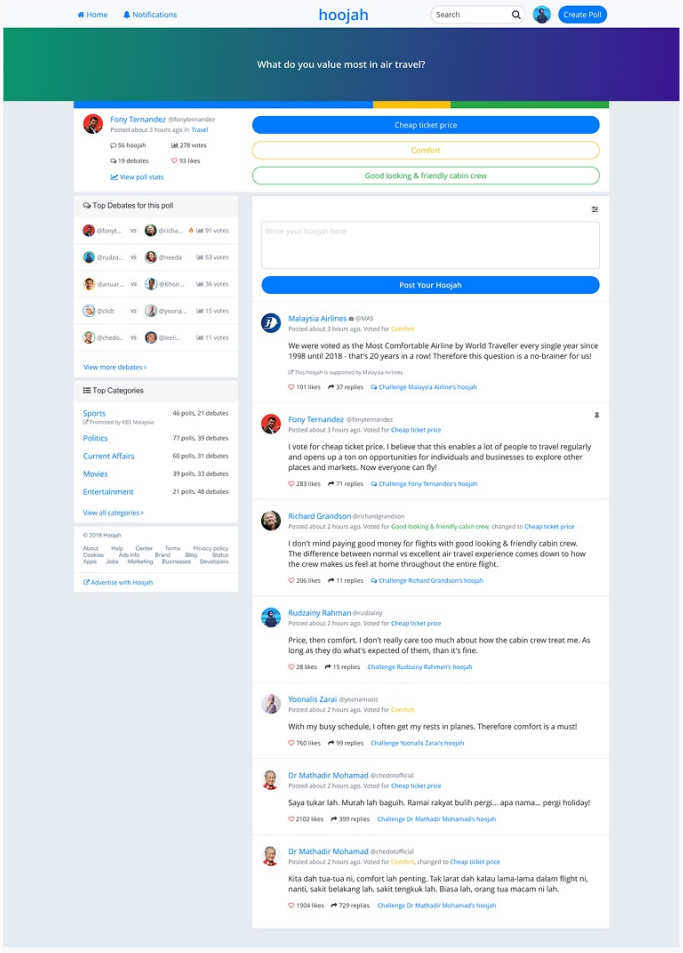
Hoojah's Objective

1. To become a platform for Malaysians to have structured objective discussions online. Every new arguments posted will be tied to a poll which only has three options: agree, neutral or disagree.

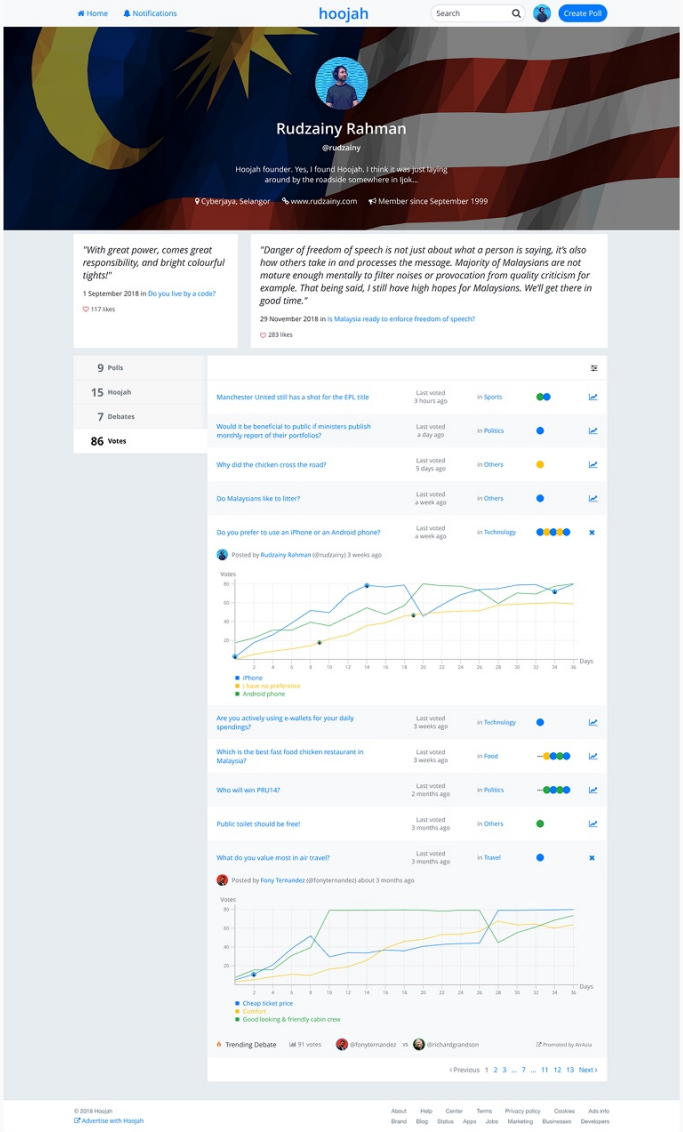
2. Encourage users to respond to other users' arguments objectively to promote quality discussions. Thus, encourage ethical online discussion.

3. Create a trustworthy space in the Internet for Malaysians by verifying user's identity and eliminate the noises in online discussion environment.

These platforms rarely filter out their users, so a user can register multiple accounts and manipulate the discussion.



User profile page showing all participated (and possibly trending or promoted) polls by the user.



User profile page showing all participated (and possibly trending or promoted) polls by the user.

GitHub Repo

View in Github

Behance

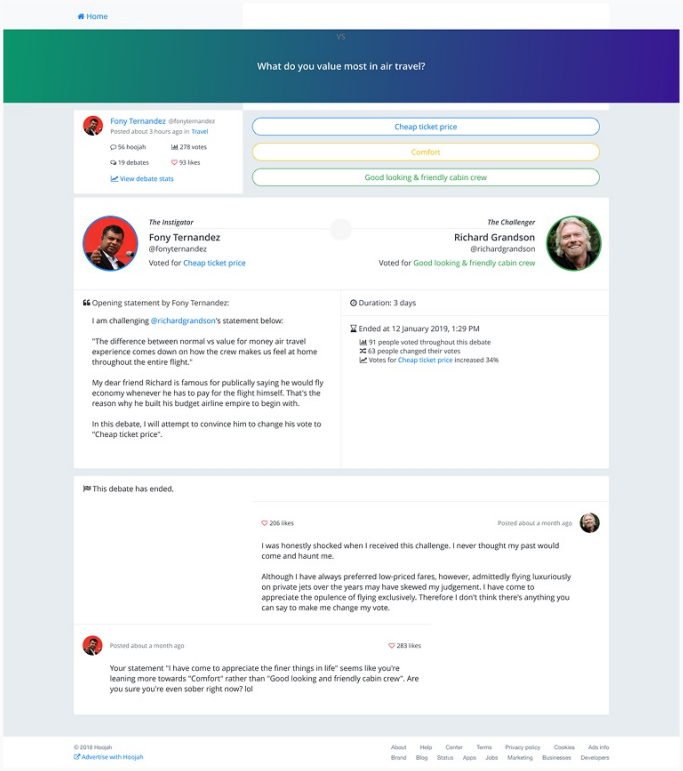
View in Behance

YouTube Videos

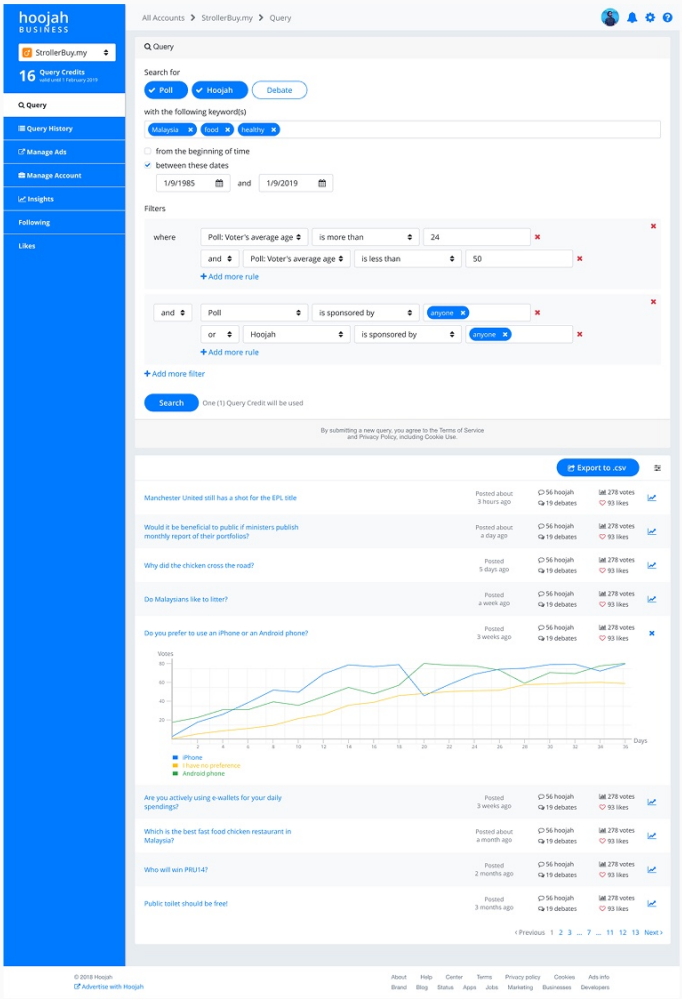
Pitch: Watch video
Tutorial (EN): Watch video
Tutorial (BM): Watch video



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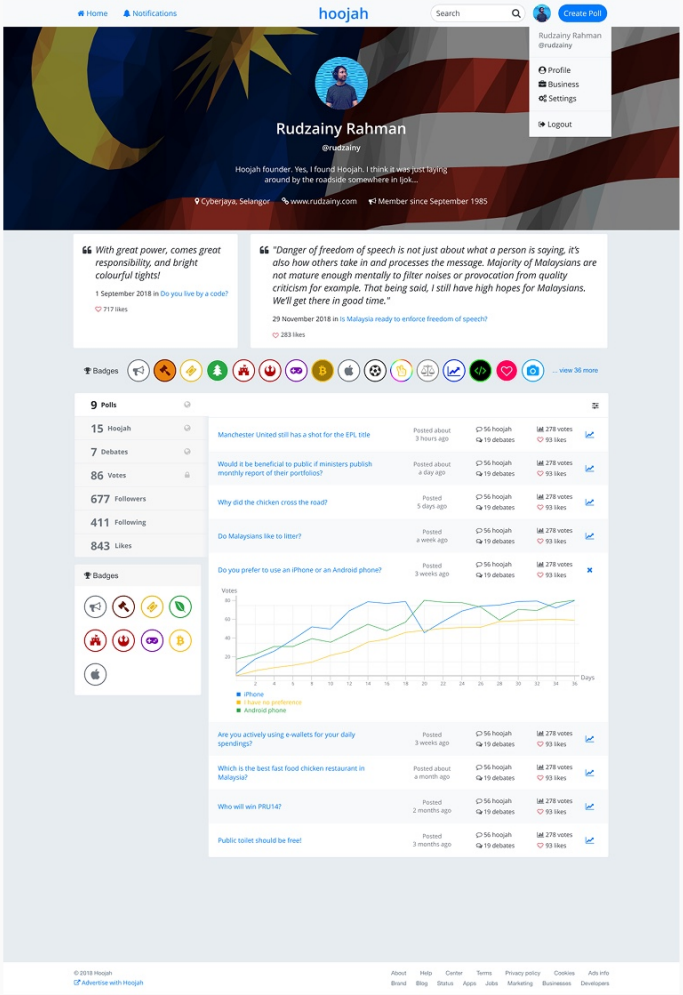
A one-on-one debate page (seems to be getting good traction, probably because of the two well known public figure debating... interesting stuff)



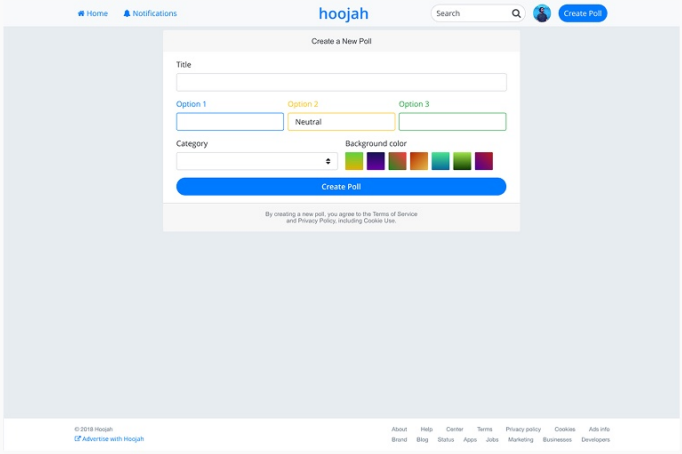
Analytic page for business tier users.



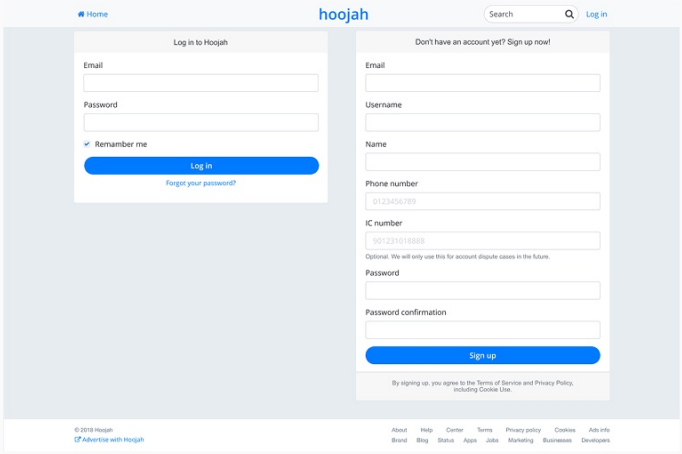
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Alternative design of user profile page with badges. The idea for badges came from the need to group user interests together, where a badge could be affiliated with user groups, active categories or user achievements.



Registered users can create new polls with some options for customization.



The log in and sign up feature is combined into a single page. Log in takes priority over sign up, therefore on mobile, the sign up form would be pushed down.

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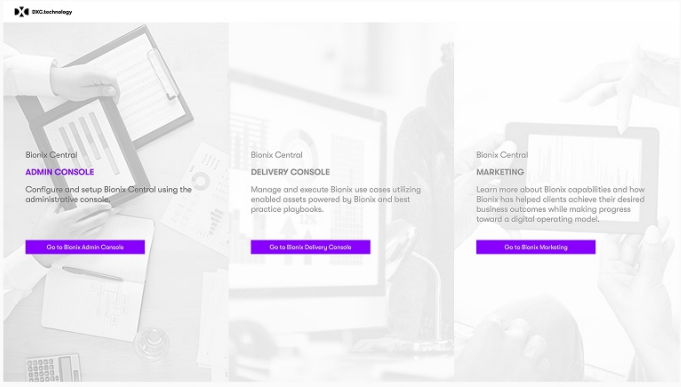
2017 → 2018
DXC Bionix Central

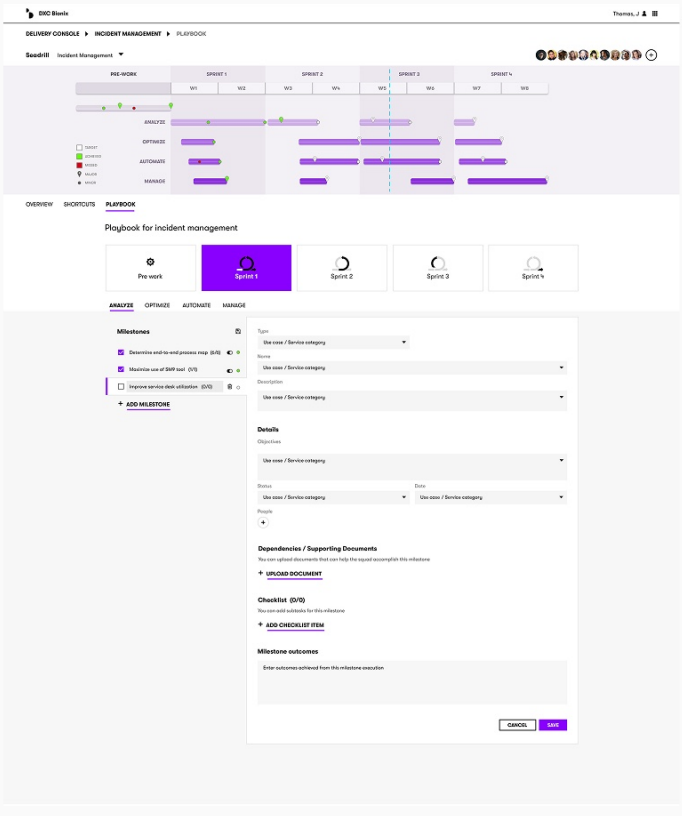
Responsibilities

Research & design

Technology Stack

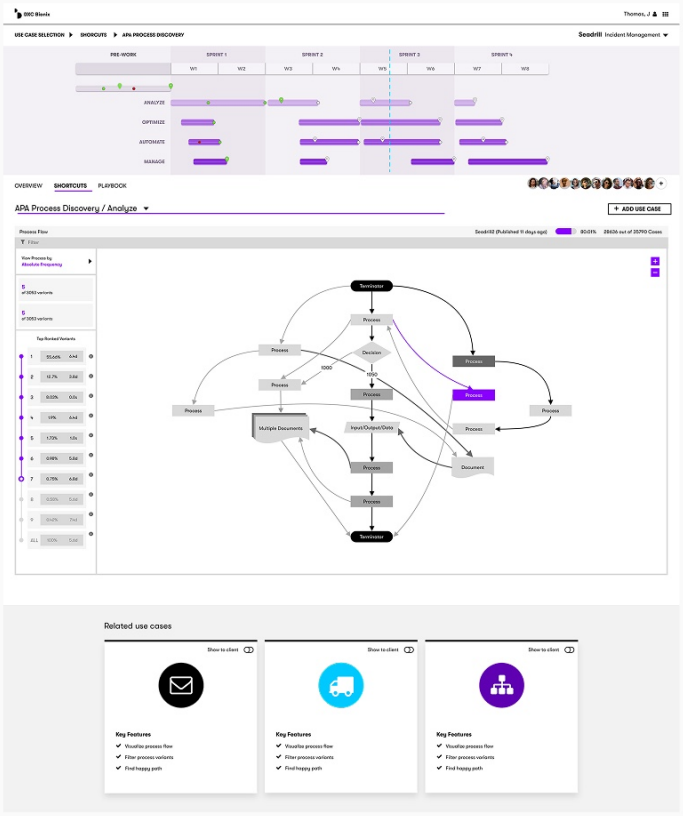
Invision Studio

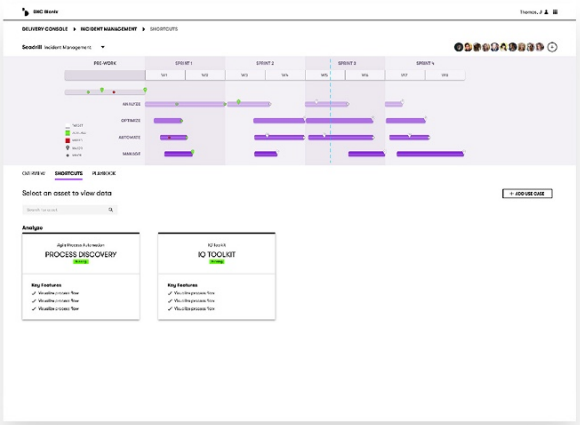


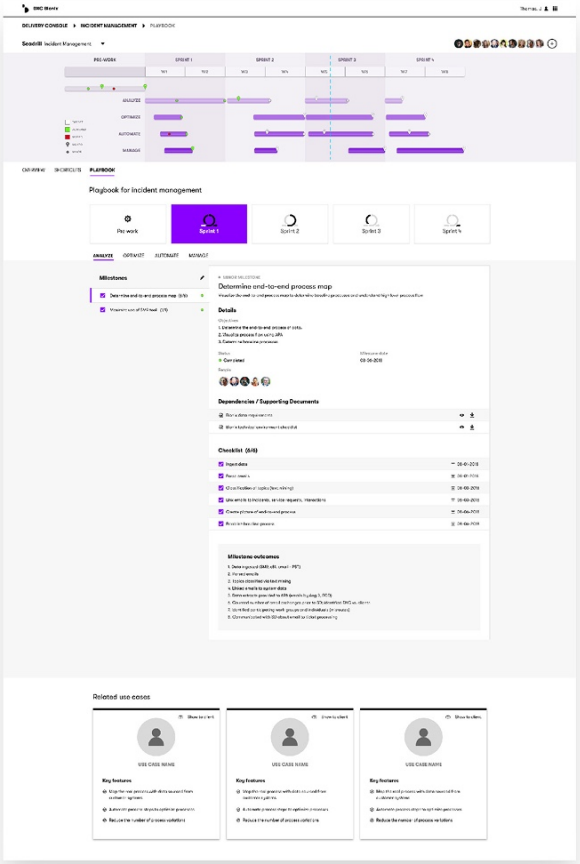




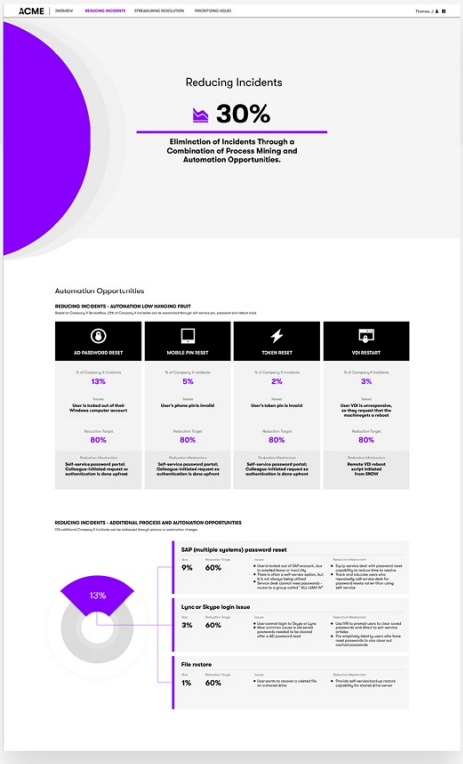
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Design



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2017 → 2018

AAA Lexus
Road Assist Mobile App

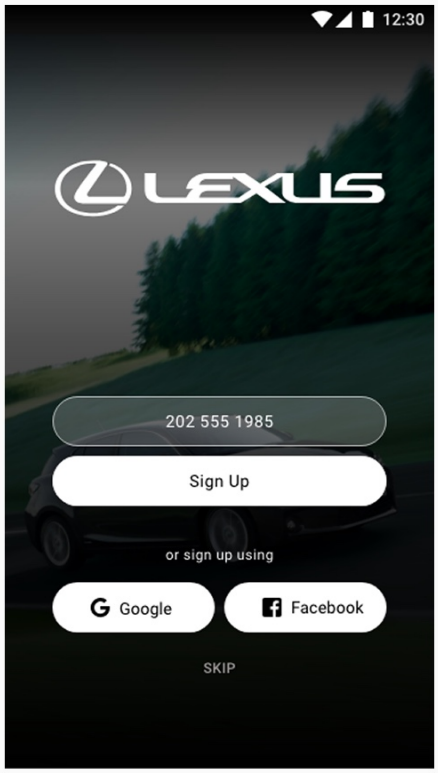
Responsibilities

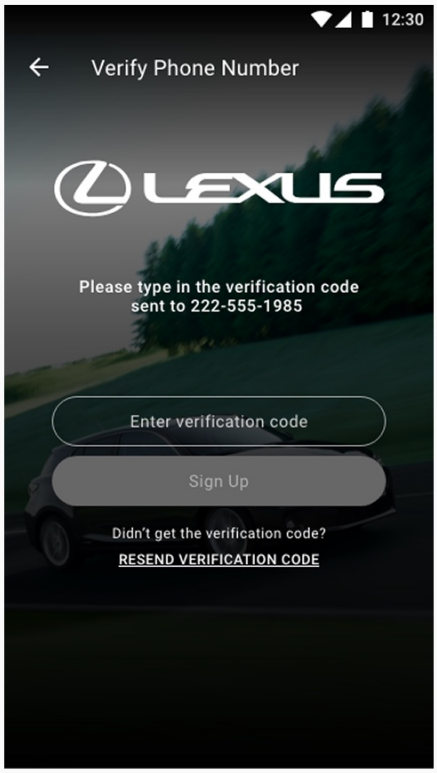
Research & design

Technology Stack

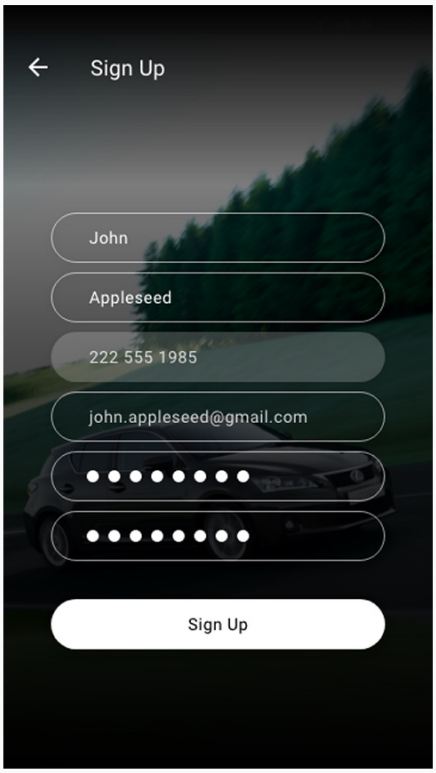
Invision Studio

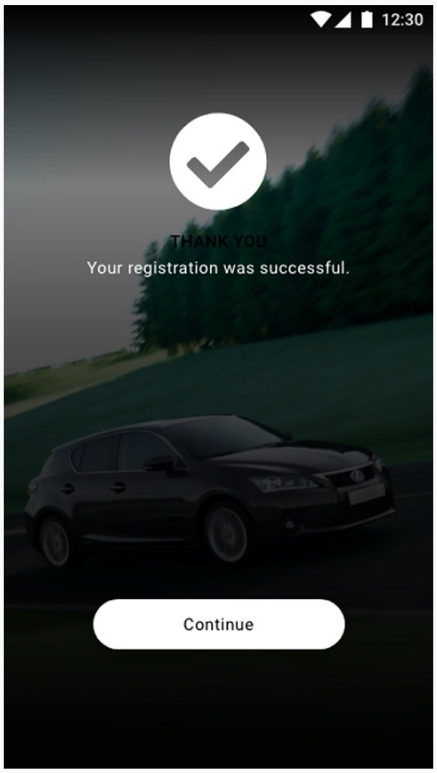


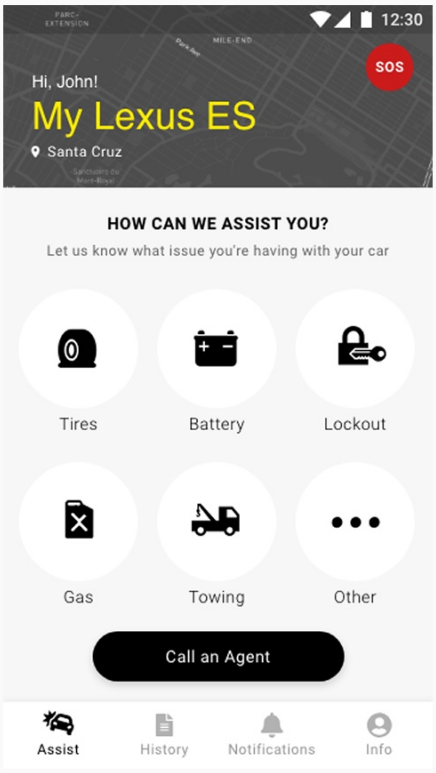


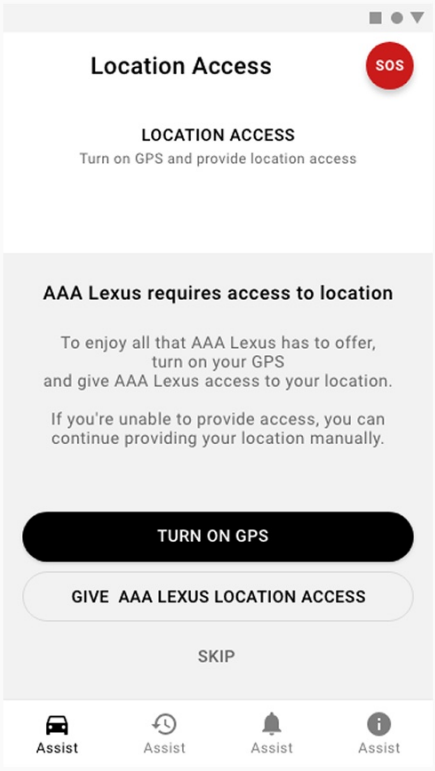


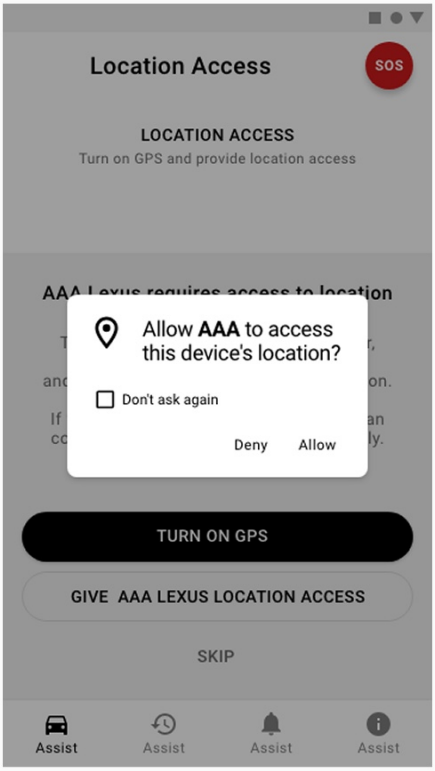
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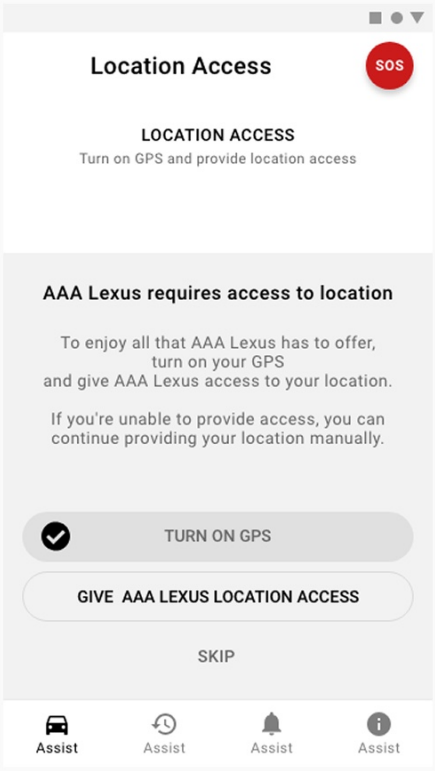




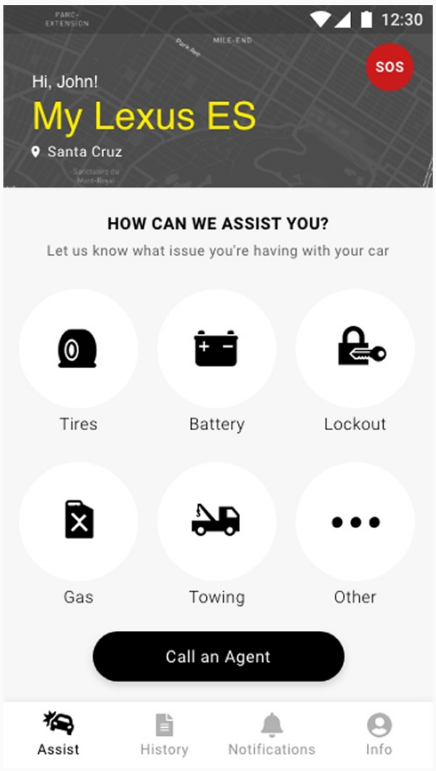


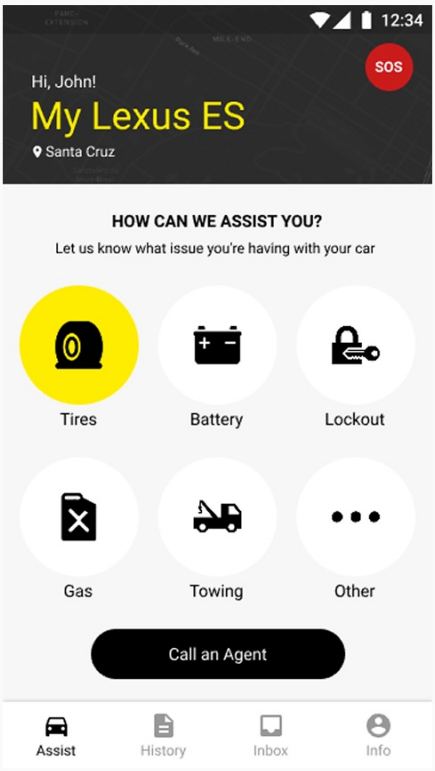


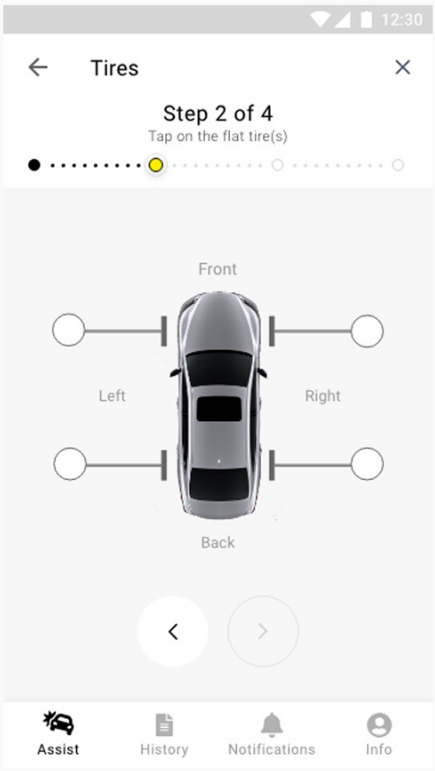


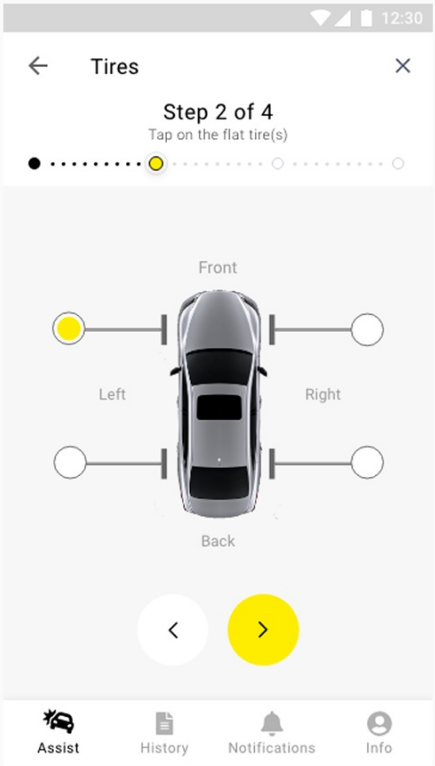


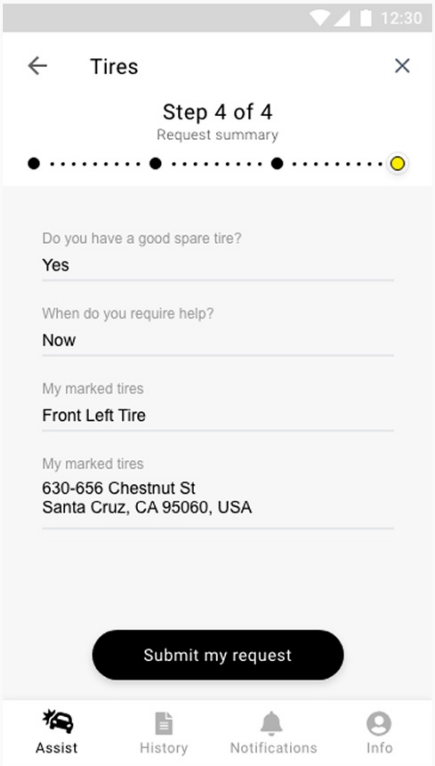
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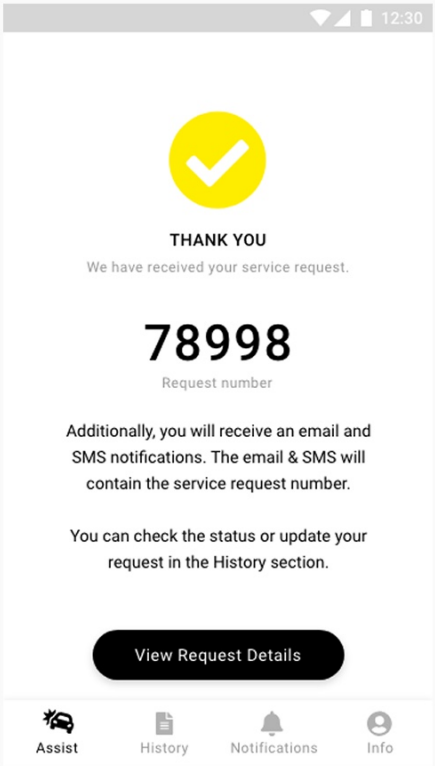














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Here are my contact details:

☎️ +60 13 801 0985 ✉️ hello@rudzainy.my

Terima kasih 🫶

(Thank you!)