



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

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2024 → Present Day Food Catalogue

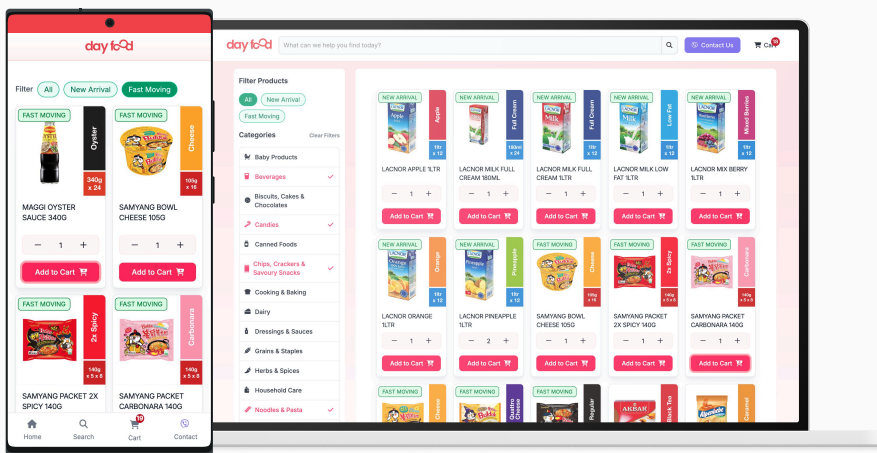
A Ruby on Rails product catalogue application that synchronizes with Odoo ERP system. This application provides a modern web interface for customers to browse, search and order products from Day Food.

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.



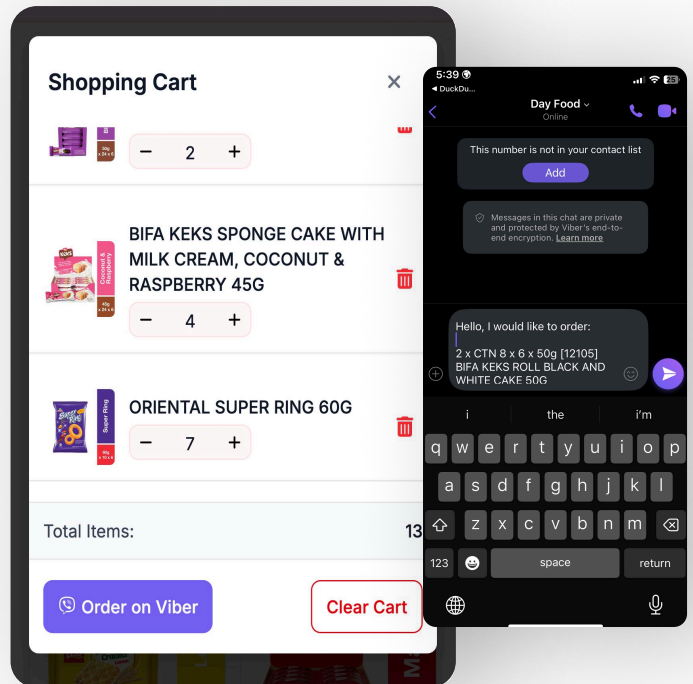
Unique Requirement: Checkout to Viber

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

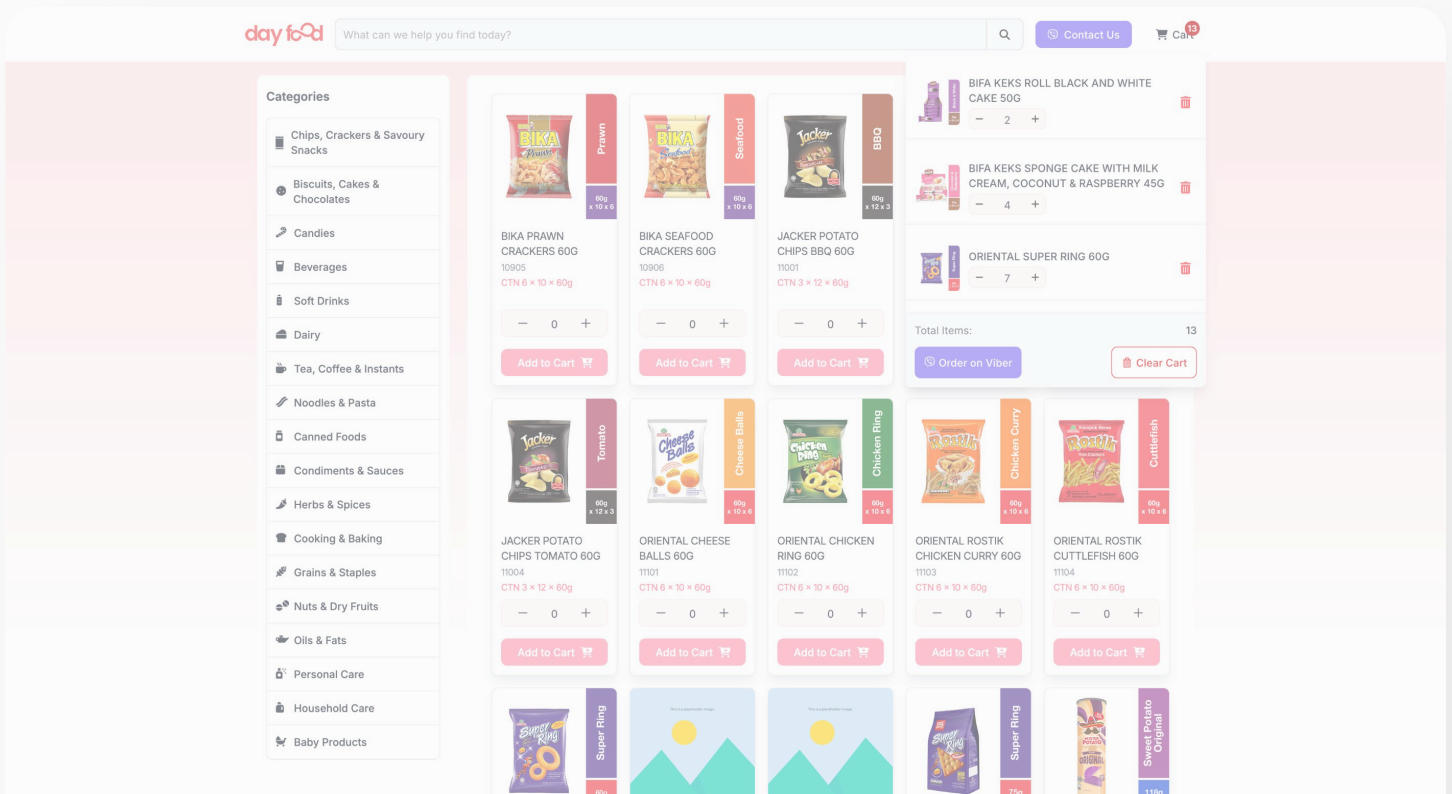
We designed the checkout process to end with orders copied directly into Viber message addressed to Day Food's hotline. Customers only need to tap the send button!

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.





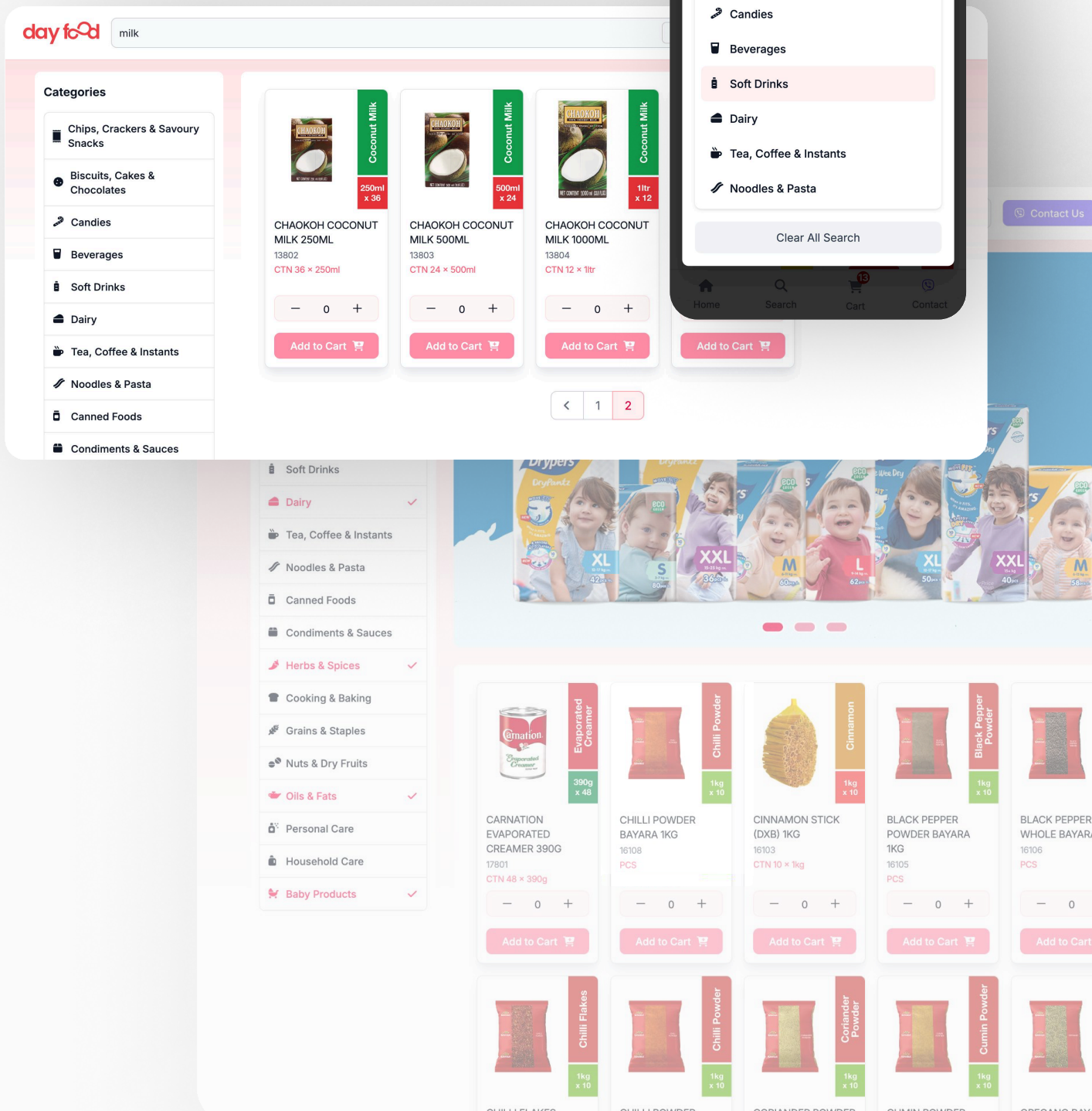
Search and Filter

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.

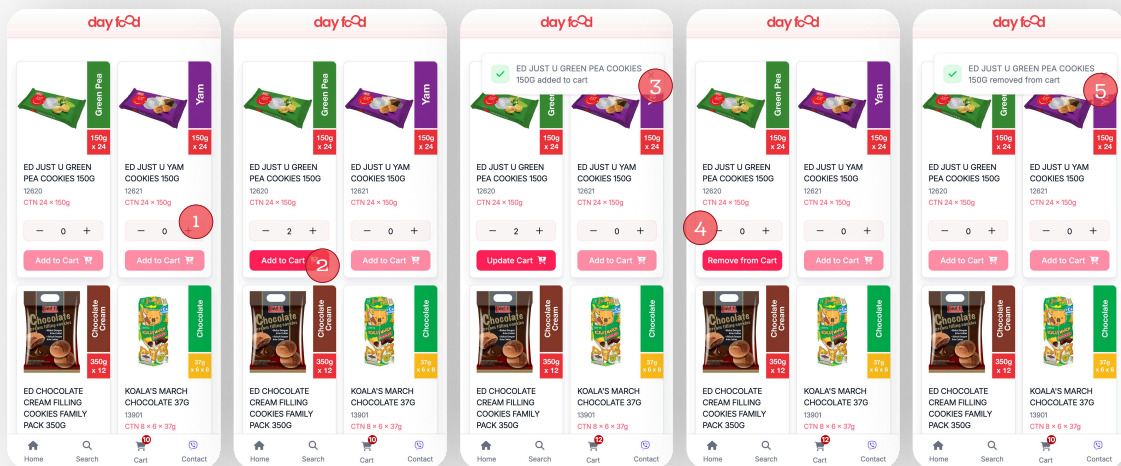




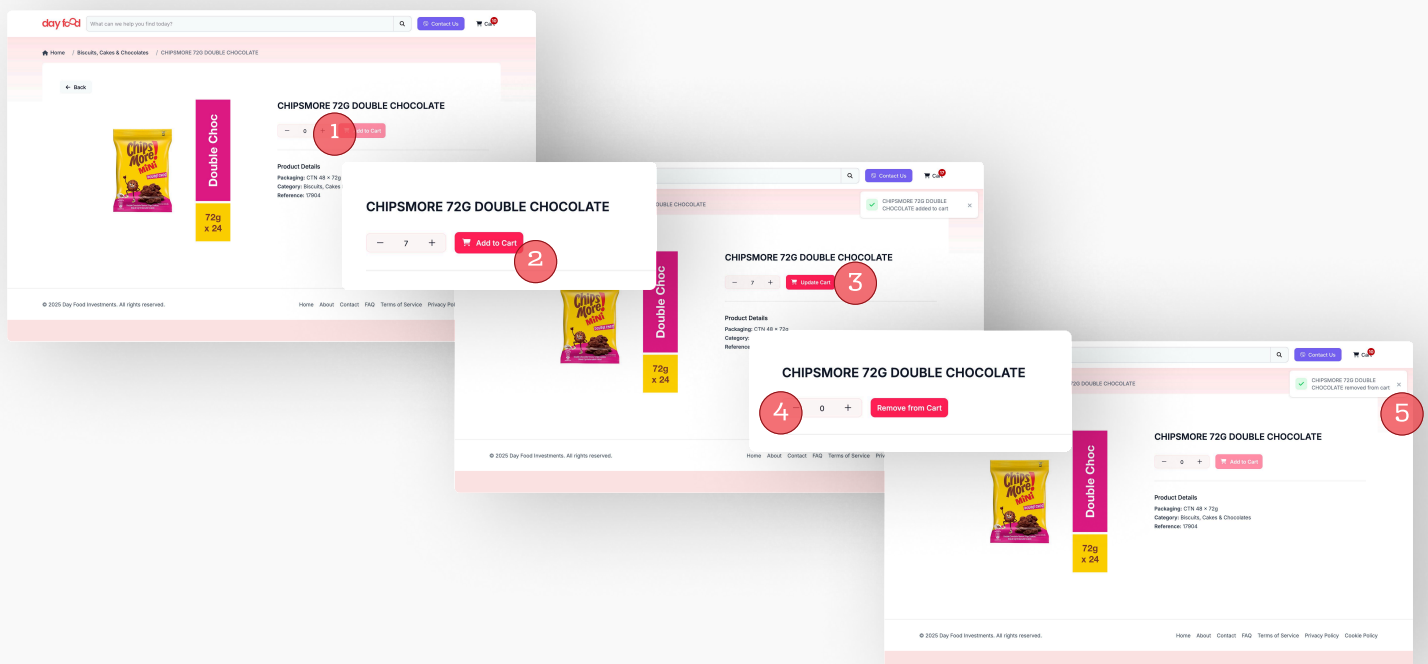
Add & Remove Products from Cart

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.





2022

Flip Down Number & Characters



Technology Stack

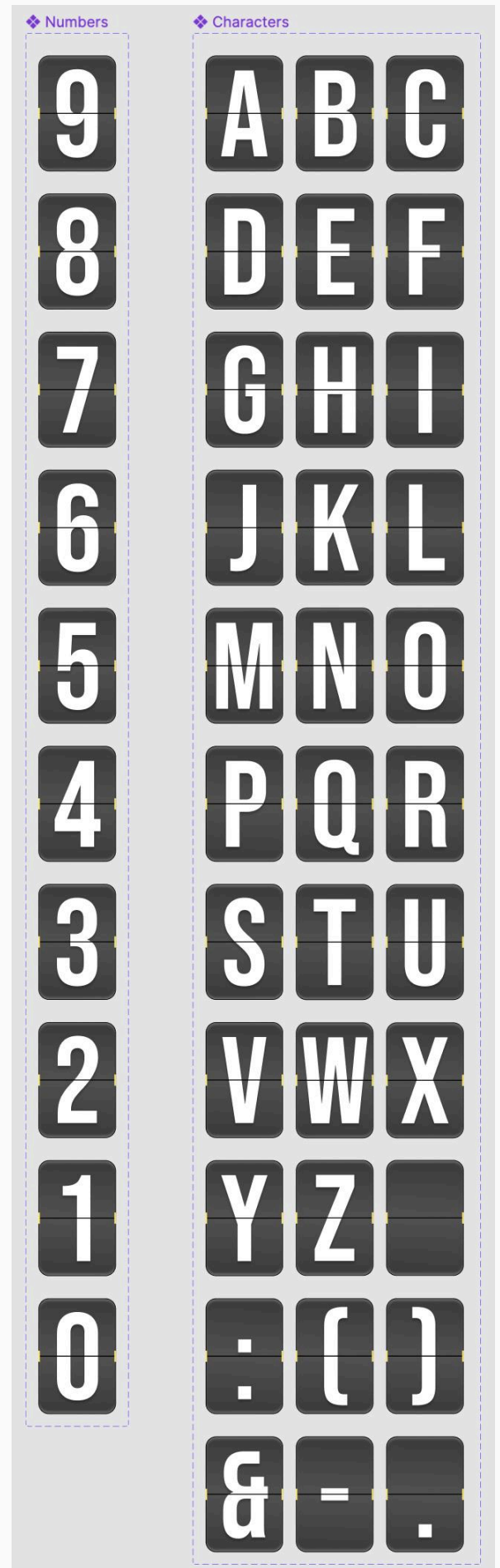
Figma

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.





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.

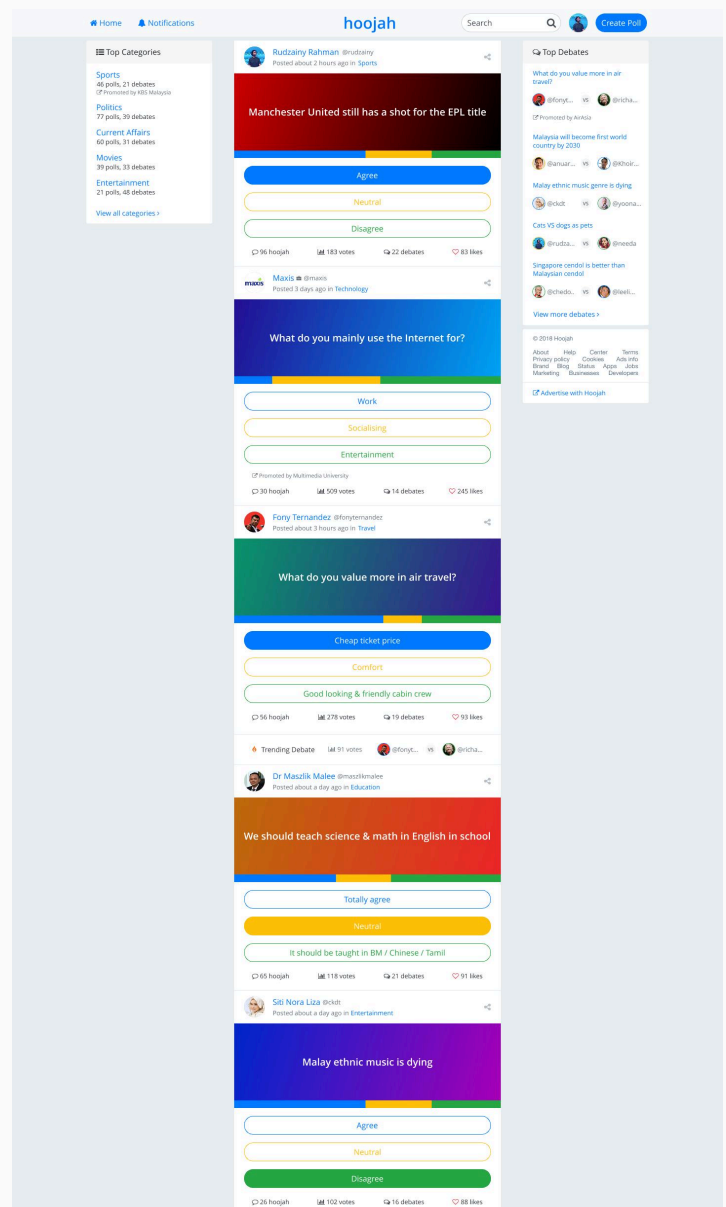
These platforms rarely filter out their users, so a user can register multiple accounts and manipulate the discussion.

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.



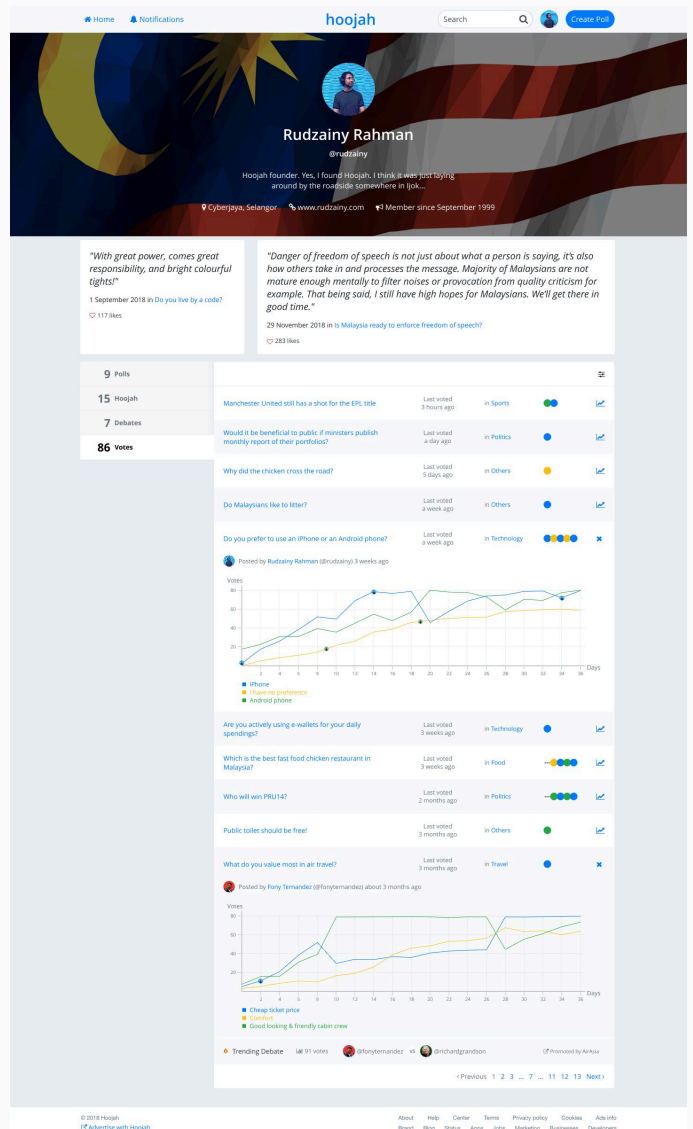
Hoojah's Objective

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.

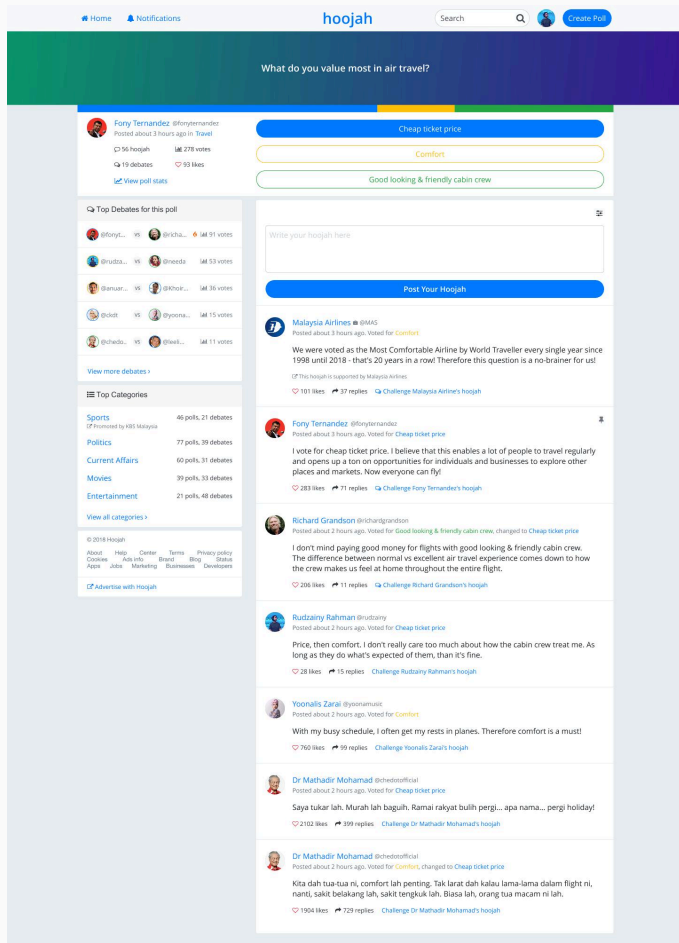
2. Encourage users to respond to other users' arguments objectively to promote quality discussions. Thus, encourage ethical online discussion.

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



Home

What do you value most in air travel?

Fony Fernandez @fonyfernandez
Posted about 2 hours ago in Travel
15 debates 278 votes
[View debate stats](#)

Cheap ticket price
Comfort
Good looking & friendly cabin crew

The Instigator
Fony Fernandez @fonyfernandez
Voted for Cheap ticket price

The Challenger
Richard Grandson @richardgrandson
Voted for Good looking & friendly cabin crew

Opening statement by Fony Fernandez:
I am challenging @richardgrandson's statement below:
"The difference between normal vs value for money air travel experience comes down on how the crew makes us feel at home throughout the entire flight."
My dear friend Richard is famous for publically saying he would fly economy whenever he has to pay for the flight himself. That's the reason why he built his budget airline empire to begin with.
In this debate, I will attempt to convince him to change his vote to "Cheap ticket price".

Duration: 3 days
Ended at 12 January 2019, 1:29 PM
91 people voted throughout this debate
25.63 people changed their votes
Votes for Cheap ticket price increased 34%

This debate has ended.

206 likes
Posted about a month ago
I was honestly shocked when I received this challenge. I never thought my past would come and haunt me.
Although I have always preferred low-priced fares, however, admittedly flying luxuriously on private jets over the years may have skewed my judgement. I have come to appreciate the splendour of flying exclusively. Therefore I don't think there's anything you can say to make me change my vote.

283 likes
Posted about a month ago
Your statement "I have come to appreciate the finer things in life" seems like you're leaning more towards "Comfort" rather than "Good looking and friendly cabin crew". Are you sure you're even sober right now? lol

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hoojah BUSINESS

StrollerBuy.my

16 Query Credits
used until 12 January 2019

Q Query

Search for
Poll Hoojah Debate

with the following keyword(s)
Malaysia Gold Healthy

from the beginning of time
between these dates
1/9/1985 and 1/9/2019

Filters

where
Poll: Voter's average age is more than 24
and Poll: Voter's average age is less than 50
Add more rule

and Poll is sponsored by Hoojah
or Hoojah is sponsored by Hoojah
Add more rule

Add more filter

Search One (1) Query Credits will be used

By submitting a new query, you agree to the Terms of Service and Privacy Policy, including Cookie Use.

Export to .csv

Manchester United still has a shot for the EPL title
Posted about 3 hours ago 56 hoojah 19 debates 278 votes 93 likes

Would it be beneficial to public if ministers publish monthly report of their portfolios?
Posted about a day ago 56 hoojah 19 debates 278 votes 93 likes

Why did the chicken cross the road?
Posted 5 days ago 56 hoojah 19 debates 278 votes 93 likes

Do Malaysians like to litter?
Posted a week ago 56 hoojah 19 debates 278 votes 93 likes

Do you prefer to use an iPhone or an Android phone?
Posted 3 weeks ago 56 hoojah 19 debates 278 votes 93 likes

Votes
90
80
70
60
50
40
30
20
10
0
Days
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36

iPhone
I have no preference
Android phone

Are you actively using e-wallets for your daily spending?
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Which is the best fast food chicken restaurant in Malaysia?
Posted about a month ago 56 hoojah 19 debates 278 votes 93 likes

Who will win PRU14?
Posted 2 months ago 56 hoojah 19 debates 278 votes 93 likes

Public toilet should be free?
Posted 3 months ago 56 hoojah 19 debates 278 votes 93 likes

Previous 1 2 3 ... 7 ... 11 12 13 Next

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Analytic page for business tier users.



Home Notifications hoojah Search Create Poll

Rudzainy Rahman @rudzainy

Hoojah founder. Yes, I found Hoojah. I think it was just lying around by the roadside somewhere in Ipoh...

Cyberjaya, Selangor www.rudzainy.com Member since September 1985

With great power, comes great responsibility, and bright colourful tights! 1 September 2018 in Do you like by a code? 717 likes

"Danger of freedom of speech is not just about what a person is saying, it's also how others take in and processes the message. Majority of Malaysians are not mature enough mentally to filter noises or provocation from quality criticism for example. That being said, I still have high hopes for Malaysians. We'll get there in good time." 29 November 2018 in Is Malaysia ready to enforce freedom of speech? 283 likes

Badges

9 Polls

15 Hoojah

7 Debates

86 Votes

677 Followers

411 Following

843 Likes

Manchester United still has a shot for the EPL title Posted about 3 hours ago 56 hoojah 19 debates 278 votes 93 likes

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Do Malaysians like to litter? Posted a week ago 56 hoojah 19 debates 278 votes 93 likes

Do you prefer to use an iPhone or an Android phone? Posted 3 weeks ago 56 hoojah 19 debates 278 votes 93 likes

Votes Days

Are you actively using e-wallets for your daily spendings? Posted 3 weeks ago 56 hoojah 19 debates 278 votes 93 likes

Which is the best fast food chicken restaurant in Malaysia? Posted about a month ago 56 hoojah 19 debates 278 votes 93 likes

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Public toilet should be free? Posted 3 months ago 56 hoojah 19 debates 278 votes 93 likes

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Home Notifications hoojah Search Create Poll

Create a New Poll

Title

Option 1 Option 2 Option 3

Category Background color

Create Poll

By creating a new poll, you agree to the Terms of Service and Privacy Policy including Cookie Use.

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

Home hoojah Search Log in

Log in to Hoojah

Email

Password

Remember me

Log in

Don't have an account yet? Sign up now!

Email

Username

Name

Phone number

IC number

Password

Password confirmation

Sign up

By signing up, you agree to the Terms of Service and Privacy Policy including Cookie Use.

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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.

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.



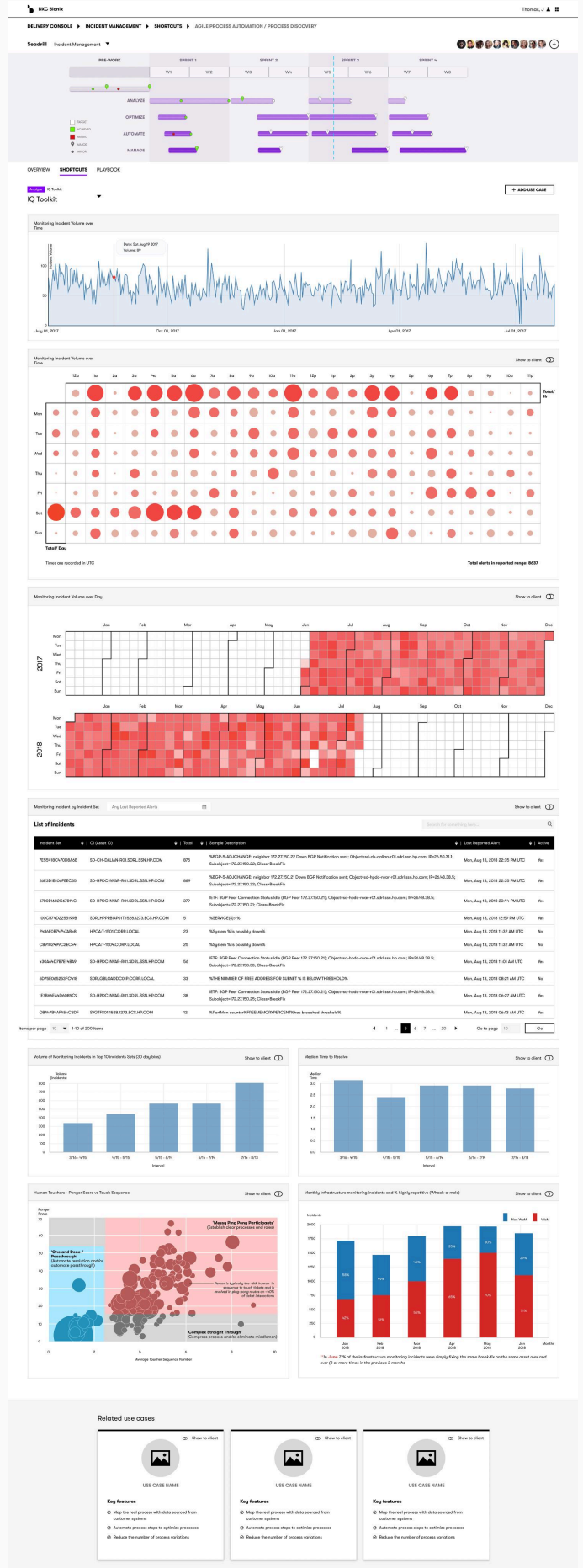
2017 → 2018 DXC Bionix Central

Responsibilities

Research & design

Technology Stack

Invision Studio

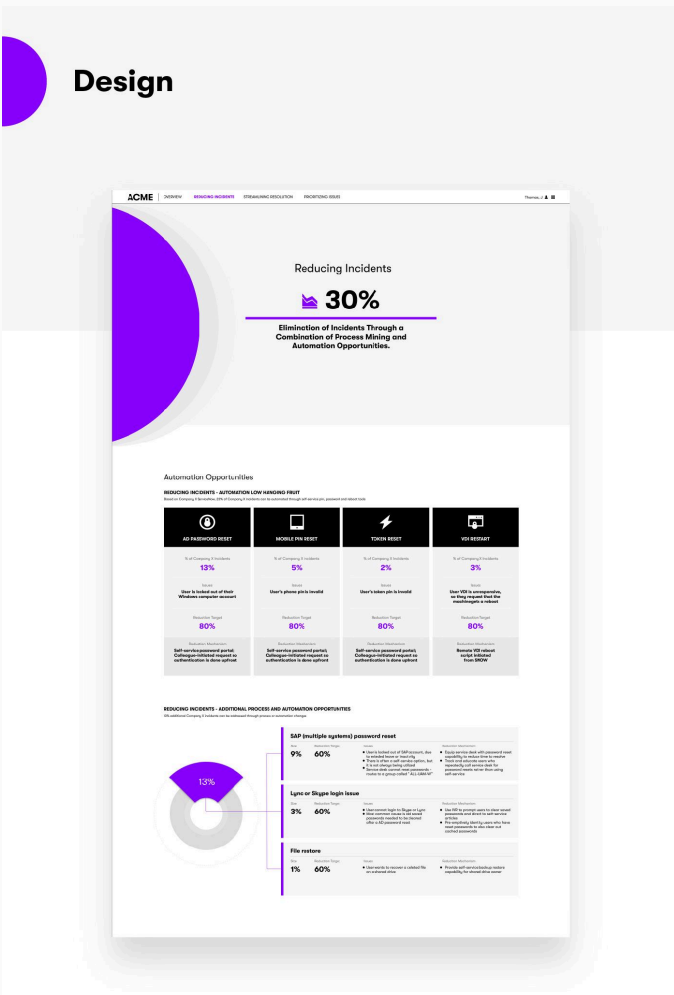
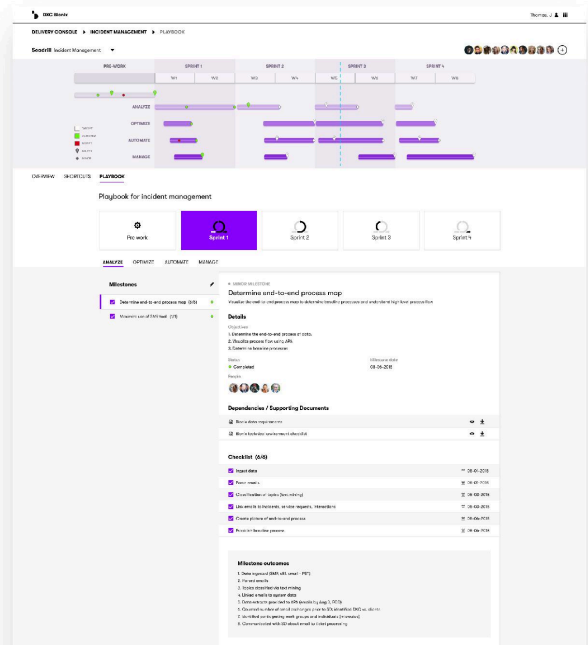
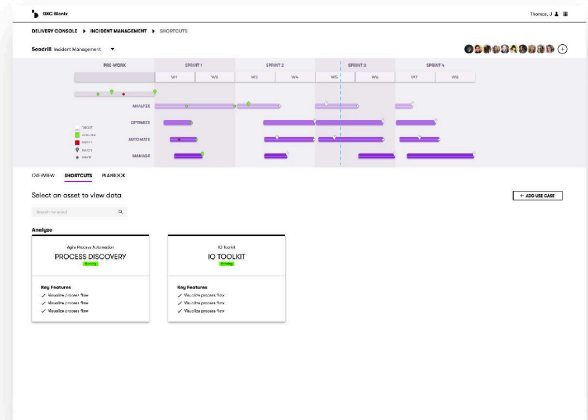
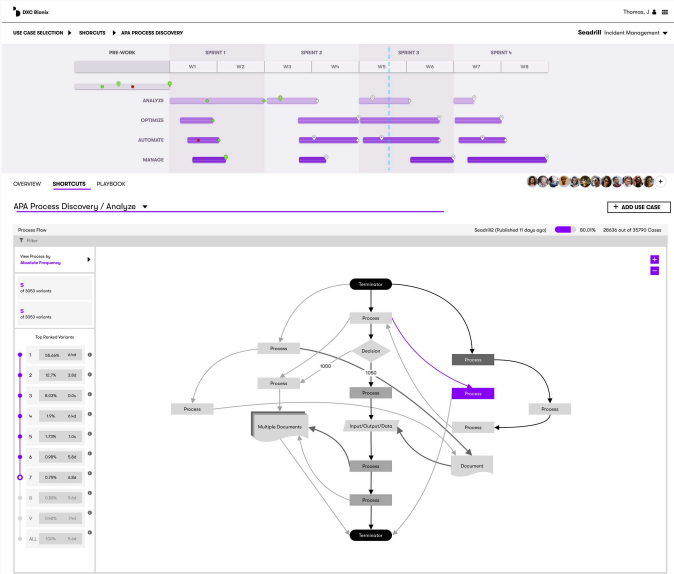




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2017 → 2018

AAA Lexus

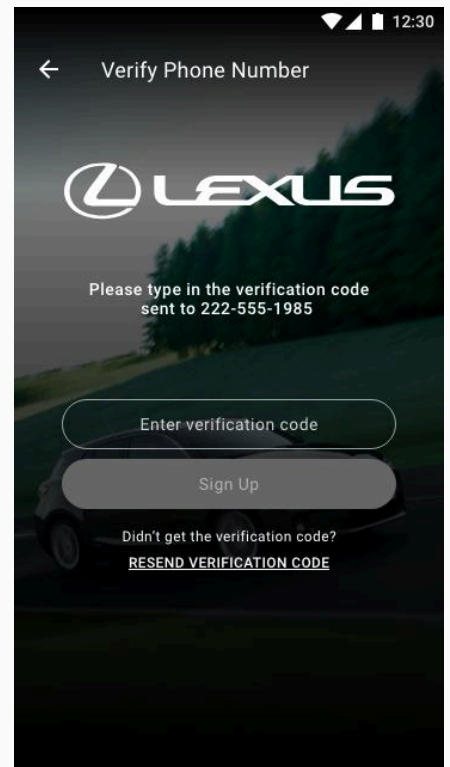
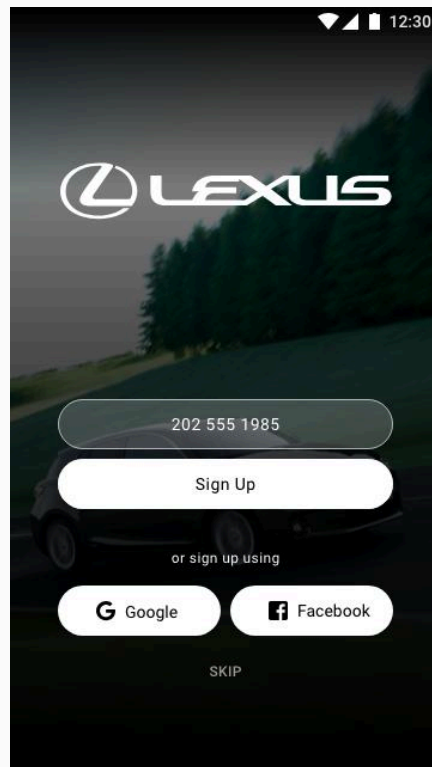
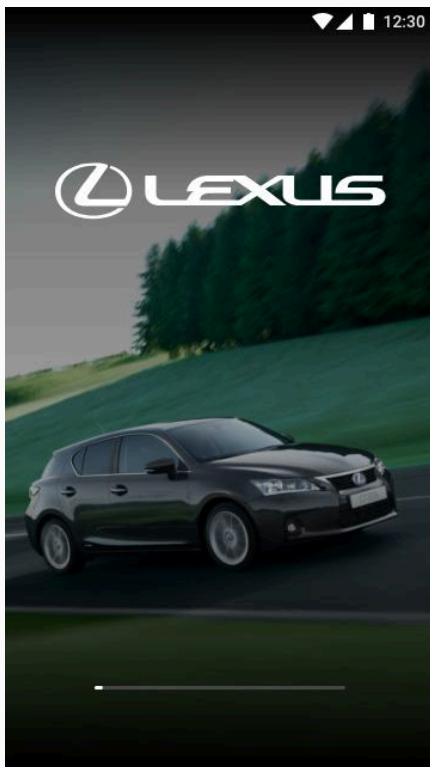
Road Assist Mobile App

Responsibilities

Research & design

Technology Stack

Invision Studio





← Sign Up

John

Appleseed

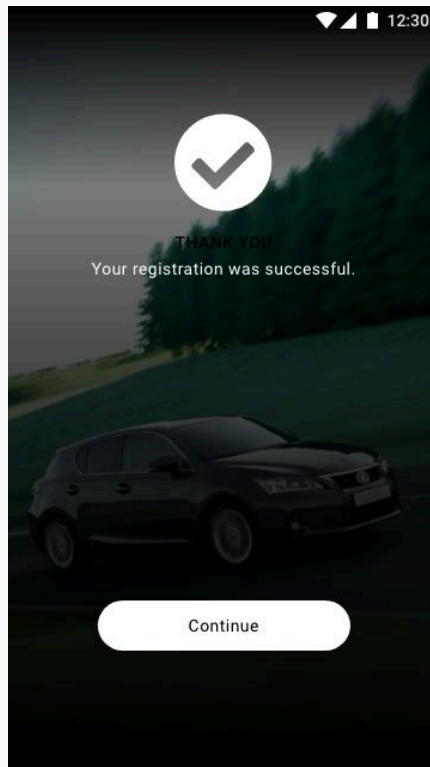
222 555 1985

john.appleseed@gmail.com

●●●●●●●●

●●●●●●●●

Sign Up



12:30

Hi, John!

My Lexus ES

Santa Cruz

SOS

HOW CAN WE ASSIST YOU?

Let us know what issue you're having with your car

Tires

Battery

Lockout

Gas

Towing

Other

Call an Agent

Assist

History

Notifications

Info

Location Access

SOS

LOCATION ACCESS

Turn on GPS and provide location access

AAA Lexus requires access to location

To enjoy all that AAA Lexus has to offer, turn on your GPS and give AAA Lexus access to your location.

If you're unable to provide access, you can continue providing your location manually.

TURN ON GPS

GIVE AAA LEXUS LOCATION ACCESS

SKIP

Assist

Assist

Assist

Assist

Location Access

SOS

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TURN ON GPS

GIVE AAA LEXUS LOCATION ACCESS

SKIP

Assist

Assist

Assist

Assist

Allow AAA to access this device's location?

☐ Don't ask again

Deny Allow

Location Access

SOS

LOCATION ACCESS

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TURN ON GPS

GIVE AAA LEXUS LOCATION ACCESS

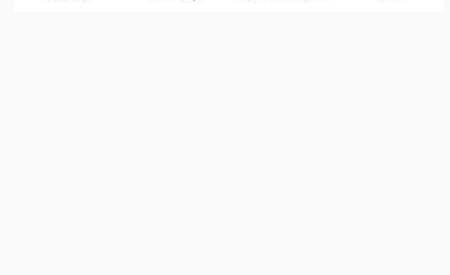
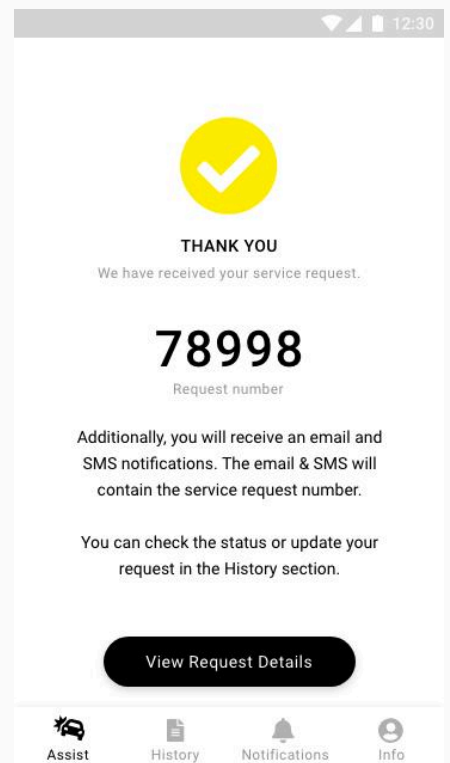
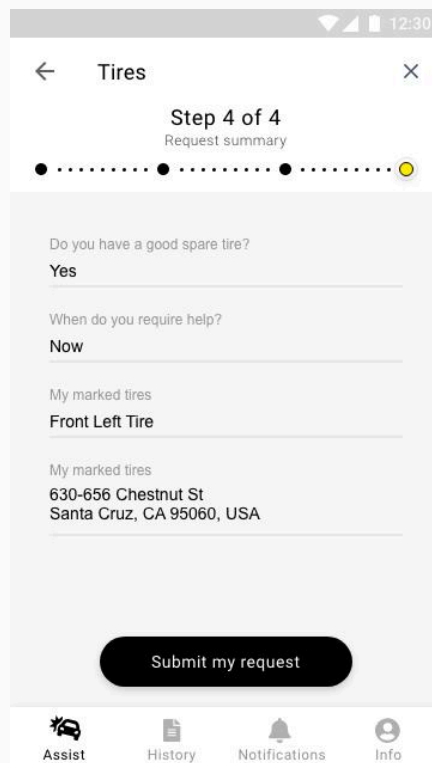
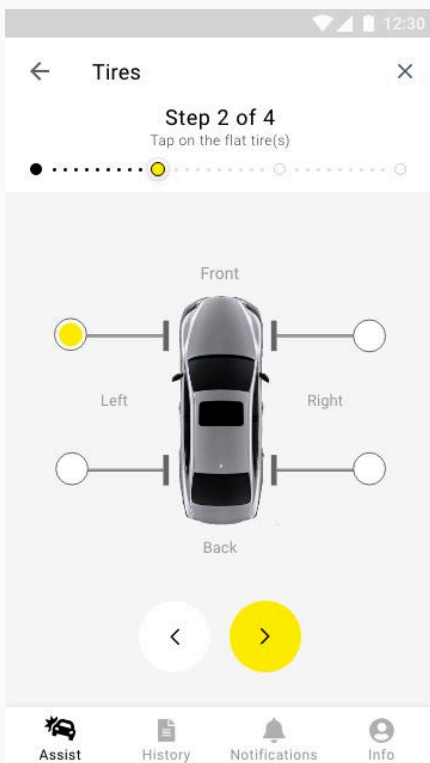
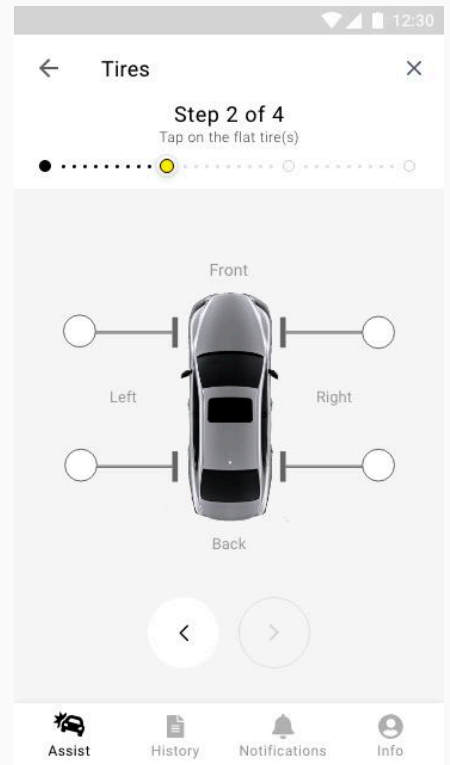
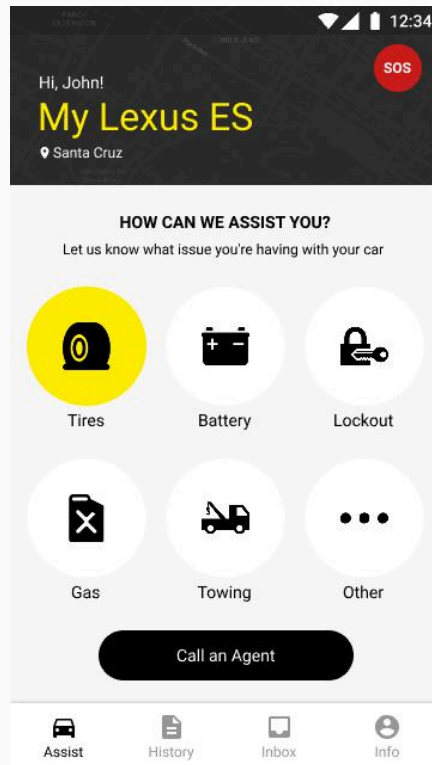
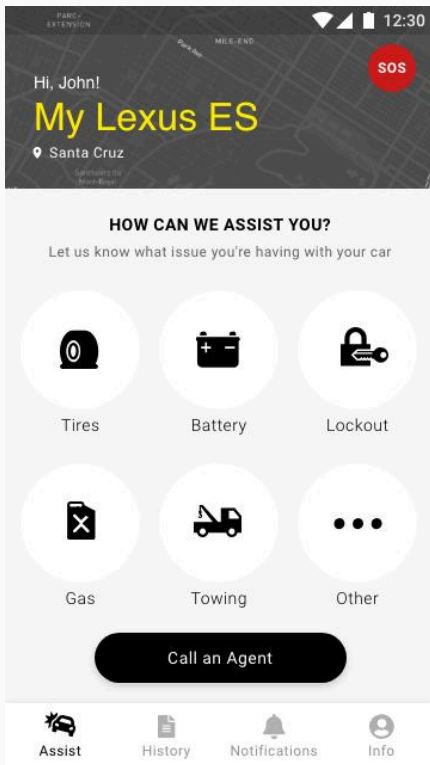
SKIP

Assist

Assist

Assist

Assist





Please visit sama2.my/si/rudzainy to view more of my works.

Here are my contact details:

 [+60 13 801 0985](tel:+60138010985)

 hello@rudzainy.my

Terima kasih 🍷

(Thank you!)