

Nurfaiz Foat

Senior Product Designer

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Always ready to take on new challenges, I have developed my career across a diverse range of lean startups and established companies. I began my journey as a Creative UI/UX Executive at Lelong.my, a homegrown e-commerce platform, and quickly advanced to Lead UI/UX Designer roles at Supahands, where I defined the design of innovative AI-driven solutions. My experience broadened further during my time at Maxis, where I contributed to a critical MVNO project, refining my skills in creating seamless and user-friendly interfaces.

I later assumed the role of Chief Project Officer at INVOKE Malaysia, an NGO dedicated to activism, where I was pivotal in preparing for Malaysia's 14th General Election campaign. After a 10-month sabbatical spent freelancing, mentoring budding product designers, and developing business ideas, I became Head of Product at Maideasy, where I restructured the company's business verticals to focus on generating sustainable revenue.

Then, I ventured into the fishing and tackle industry with MR. UMPAN, immersing myself in the complexities of entrepreneurship. This journey has only deepened my understanding of business dynamics and strengthened my passion for crafting impactful design solutions.

Recently, I joined Doris, a marketplace connecting international schools with expat parents, as their Lead Product Designer. Although I'm new to the company, I've already helped the founding team shape the product experience, and through targeted user interviews, I contributed to a 100% increase in organic leads conversion. Outside of work, I enjoy mentoring aspiring designers, exploring new business ventures, and spending time outdoors, whether fishing or simply enjoying the serenity of being by the water.

PROFESSIONAL EXPERIENCES

Lelong.my (May 2014 - May 2015)

Creative UI/UX Designer

Led design initiatives for Lelong.my Mobile Apps & LMall Web App

- Spearheaded UX research and UI design efforts, resulting in the Lelong.my Mobile Apps ranking among the top 3 in both Google Play Store and App Store.
- Collaborated closely with cross-functional teams to materialize design concepts, ensuring seamless integration and user-centric solutions.

- Contributed to bug fixes, updates, and routine maintenance, enhancing the overall user experience and stability of the applications.
- Successfully improved the conversion rate among Mobile App users by approximately 10%, demonstrating the impact of strategic design decisions on business outcomes.

Supahands (May 2015 - May 2017)

Lead Product Designer

Pivotal Role at Supahands:

- As the 5th employee and founding Product Designer, played a critical role in shaping Supahands' trajectory.
- Spearheaded design and UX for the Workplace SaaS platform, empowering Project Managers, Clients and SupaAgents with KPI metrics, scheduling, and invoicing.
- Conceptualized and designed the B2C product from scratch, laying the foundation for Supahands' initial success.
- Initiated the creation of the B2B dashboard, which became a key differentiator in the market.
- Built the in-house Creative Team, fostering a culture of autonomy and continuous skill development.

Foundational Impact:

- My strategic vision and design expertise were instrumental in building the in-house Creative Team.
- Although I transitioned out of Supahands in 2017, my foundational work left an enduring impact.
- Supahands was later acquired by Omnilytics in 2021 for USD\$20 million, a testament to the robust and scalable solutions I helped create.

Legacy of Success:

- The acquisition underscores the significant value and market relevance of the products I designed.
- Highlights my ability to drive innovation and growth in a startup environment.

Maxis (ookyo – MVNO) (May 2017 - April 2018)

Lead UI/UX Designer

Maxis Ookyo, a digital-only internet plan at RM30/month, tailored for Malaysian digital natives.

- Led design, UX and marketing initiatives. Features include user profile, online payment, and real-time bandwidth tracking.
- A project of developing a MVNO Telco from ground up, managed to ship it to customers in just 9 months.
- The uniqueness of the design was well-received by customers, mentioned several times in local news outlets and tech blogs (refer to my case study for Ookyo).

INVOKE Malaysia (April 2018 - November 2018)

Chief Project Officer

Prior to the Malaysian General Election of 2018 (GE14), I organized campaign planning, media buying, and execution (ATL, BTL, and OTL). Following GE14, I supported the company in restructuring its digital product verticals, talent hiring, and monthly work planning.

Campaign Logistics Strategy:

- Planned, managed, and executed the logistics strategy for PKR's (Parti KeADILan Rakyat) campaign materials on behalf of INVOKE Malaysia.
- Ensured the availability of campaign materials for all 40+ parliamentary seats and state assembly districts in Peninsular Malaysia by Election Day 2018.

Digital Product Development:

- Developed the initial concept for INVOKE's commercialization digital products, including Adnexio, Meniaga, and Harga Barang.
- Defined scrum objectives and goals for different teams and workstreams.

Jewel DV Sdn. Bhd. – ASNB Subsidiary (July 2019 – September 2019)

Product Design Consultant

Contracted as a Consultant for the Digital Arm of ASNB.

Robo Investor Development:

- Explored the Proof of Concept (PoC) and possibilities of creating a robo-investor codenamed SAVR for ASNB Investment products.
- The project later resulted in the release of ASNB RIA.

Maideasy (October 2019 – April 2020)

Head of Product

During my brief time at Maideasy before the pandemic, I helped streamline their product verticals and processes. Specifically, I achieved the following:

Email Marketing campaigns strategy:

- Restructured the existing email marketing campaign strategy.

Live Metric Dashboard:

- Re-established a live metric dashboard using key data points accessed through API hooks and integrated with Google Sheets.

Product Strategy Adjustment:

- Reanalyzed and adjusted the high-demand and low-demand product strategy resulted in even-out weekly resources.

MR.UMPAN (May 2020 – April 2025)

Product Owner (Self Employment)

MR. UMPAN, my own venture launched during the COVID-19 pandemic, is a small yet ambitious homegrown tackle brand dedicated to making fishing accessible and enjoyable for everyone.

Full Retail B2C Fishing Tackle Business:

Operates as a full retail e-commerce B2C fishing tackle business, providing locally-made fishing bait, hook sharpeners, and fishing reel grease to passionate anglers. This business generated steady income for my livelihood. Bootstrapped since its inception, MR.UMPAN has successfully reached break-even on its second years in business.

doris (International Schools Marketplace) (May 2025 – July 2025) **Lead Product Designer**

I worked there as a consultant contractor, where I helped design and improve Doris' existing MVP. By conducting rapid user feedback interviews using high-fidelity prototypes, I contributed to a 100% increase in organic lead conversion. Additionally, I supported efforts in the following areas:

Marketing:

- Restructured and redesigned the existing blog on HubSpot
- Ran daily guerrilla marketing campaigns on Facebook, Reddit, Quora, and YouTube
- Assisted in reanalyzing and planning new conversion funnels

Front-End Development:

- Designed and coded new landing pages for the brand using HTML, CSS, and JavaScript

EDUCATION

Sijil Pelajaran Malaysia (SPM) / O-Level

Malay College Kuala Kangsar

2003 – 2007

Dip. in Eng. Civil (Construction)

UiTM Arau

2008 - 2011

B. Eng. Civil (Environmental)

UiTM Shah Alam

2011 - 2014

ACQUIRED SKILLS

- User Research & Use Case Studies
 - Project Management - Agile/Scrum
 - Lean/MVP Canvas Exercises
 - UI/UX, Web and Mobile App Design
 - HTML, CSS & JS
 - Graphic Marketing Design
 - Adobe Suites
 - Wireframing & Prototyping
 - Figma, InVision, Sketch
 - Developer Handoff
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ACTIVISM

Visual Design Using Sketch

Malaysian Global Innovation & Creativity Centre (MaGIC) Academy Instructor

August 2015

Forum: Accelerating Your Career in Startup

MaGIC Academy Panel

September 2015

Driving User Onboarding through an Impactful UX

MaGIC Academy Facilitator

May 2016

JomLaunch 5 : NEOMON Baby Monitor

Presenter (Won 1st Place Best Project)

September 2017

COVID19 : 3D Printing to the Rescue Collective

Founder and Facilitator

March 2020