DESIGN LEADERSHIP & FULL-STACK ARCHITECTURE

AFIQ HAZWAN

Lead Product Designer & Full-Stack Systems Builder

Over 12 years of experience leading product design, hardware UX, and high-growth consumer apps across Southeast Asia (Grab Series A, Popsical 4-generation hardware ecosystem, Lomotif social video), paired with authentic full-stack autonomy: building production mobile apps, Android TV launchers, firmware, and edge infrastructure solo.

12+
YEARS CROSS-FUNCTIONAL CRAFT

100K+
USERS IN CONTROLLED EXPERIMENTS

$0/mo
ZERO-EGRESS EDGE ARCHITECTURES



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SERIES A HYPER-GROWTH · GRAB (FORMERLY GRABTAXI / MYTEKSI)

Consolidating the Core Ride-Booking Engine

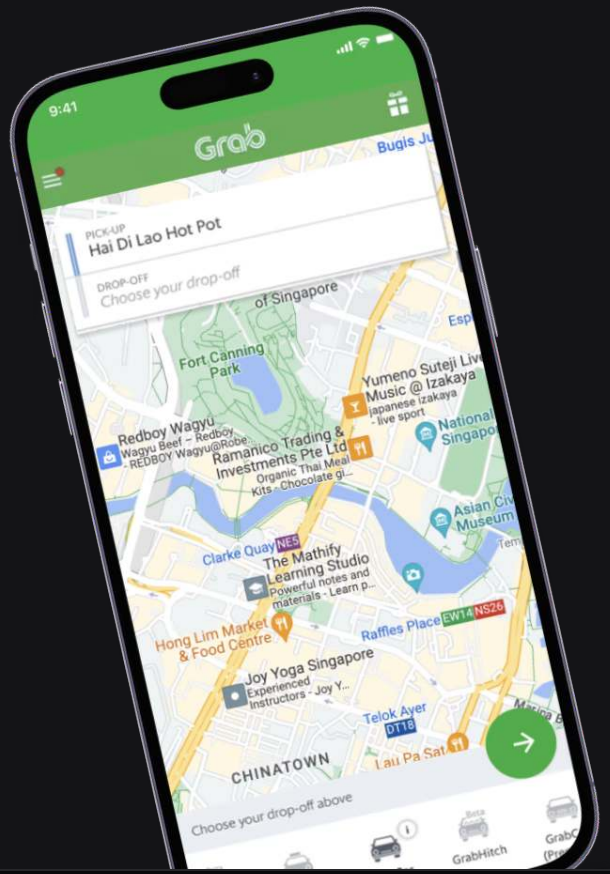
Redesigning GrabTaxi's legacy 3-screen booking flow into an intelligent, single-screen canvas during high-pressure regional expansion against Uber, reducing booking time by 11% and increasing completed rides by 15%.

−11%	+15%	4
MEDIAN RIDE BOOKING TIME	RIDE BOOKING COMPLETIONS	CORE DESIGN TEAM SIZE

The 3-Screen Bottleneck: Early GrabTaxi forced commuters through three sequential screens (pickup confirmation, dropoff entry, fleet selection). Commuters frequently abandoned bookings during peak morning hours.

Single Canvas & Commute Pre-Fills: Telemetry revealed repeat commuters traveled between identical endpoints. I pre-filled regular commute routes automatically and collapsed map view, fleet pricing, and pickup confirmation into one screen.

The Cancellation Buffer: Instant booking raised the risk of accidental taps. We introduced a deliberate countdown cancellation buffer immediately after tapping "Book" so users could safely abort accidental dispatches before locking nearby drivers.



HEAD OF DESIGN (5-YEAR TENURE) · POPSICAL

Popsical: Hardware Ecosystem & 10-Foot Living Room OS

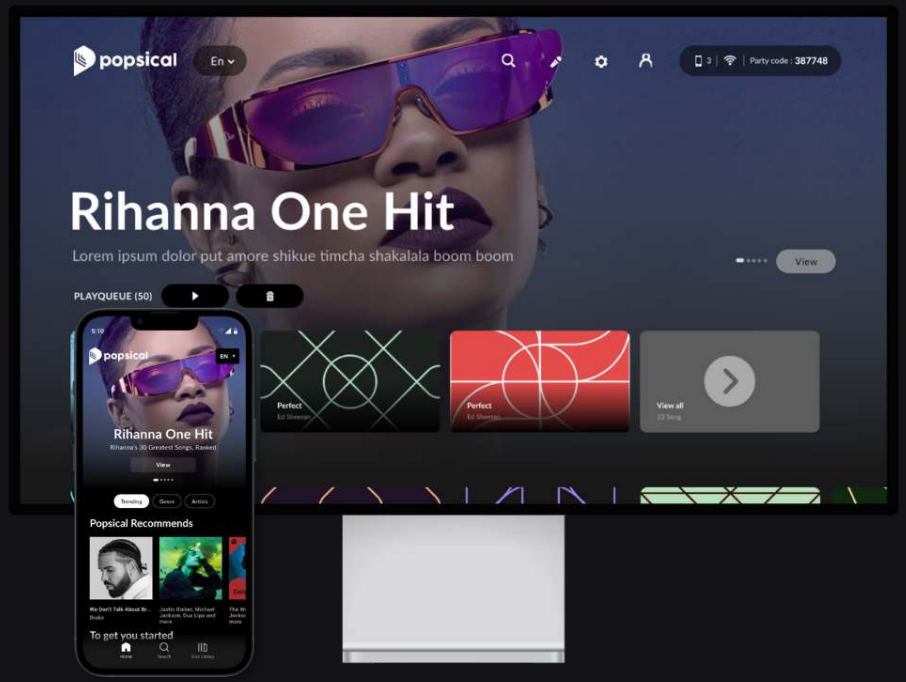
Directing design across 4 hardware generations (Classic, Remix, Remix 2, Duo) and an Android TV platform: managing a 5-person design studio, Shenzhen DFM constraints, and living-room ergonomics to boost device adoption by 30%.

+30%	+40%	<0.1%
DEVICE ADOPTION LIFT	ONBOARDING CONVERSION	CUSTOMER RETURN RATES

10-Foot Lean-Back TV Heuristics: Replaced cluttered legacy menus with high-contrast D-pad focus states, 48sp minimum typography, and a "Cinema Dark Mode" preventing living-room glare during dim party sessions.

Party Code & Multi-User Social Queue: Scrapped invasive QR codes blocking lyrics for a persistent 4-character Party Code. Multiple party guests could queue tracks from their own phones simultaneously with live avatar attribution on the TV screen.

Supply Chain & DFM Alignment: Collaborated on-site with Shenzhen hardware manufacturers to resolve low-tier SoC RAM bottlenecks, UHF mic frequency compliance, and thermal dissipation limits.



SENIOR PRODUCT DESIGNER · LOMOTIF

Lomotif: Eliminating Creation Drop-Off at 100K+ Scale

Diagnosing creator abandonment in a short-form video editor competing with TikTok and Reels: running international participatory Zoom workshops and deploying 100K+ user A/B experiments to boost video completion by 8%.

+8%
VIDEO COMPLETION LIFT

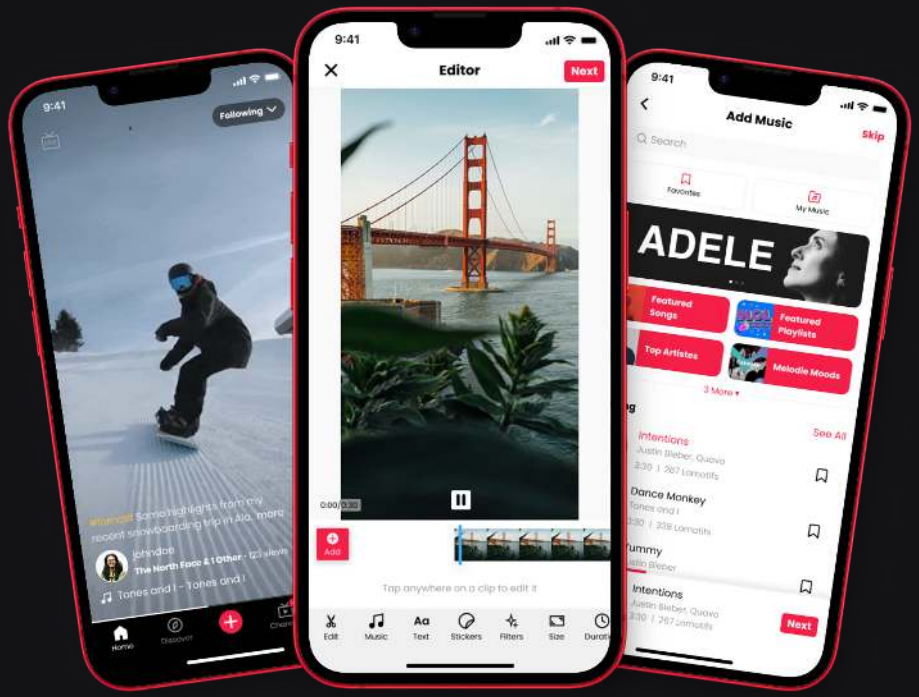
−4%
EDITOR ABANDONMENT DROP

100K+
CREATORS IN A/B EXPERIMENT

Participatory Research Across 3 Continents: Conducted remote participatory UX workshops over Zoom with active creators in Portugal, USA, and Brazil, mapping emotional journeys across Input, Edit, and Export.

The Missing Feedback & Save Button Trap: Discovered users believed the app was bugged because parameter adjustments lacked confirmation feedback. Worse, switching tools required reaching for an awkward top-bar Save button or facing alarming discard modals.

Thumb-Zone & Millisecond Scrubbing: Relocated primary progression to the bottom-right thumb zone, implemented automatic state persistence across tool switches, and increased timeline audio scrubbing sensitivity down to the millisecond.



LEAD PRODUCT DESIGNER & ARCHITECT · SNUUDDLE

Snuuddle: Headless Re-Architecture & Storytelling UX

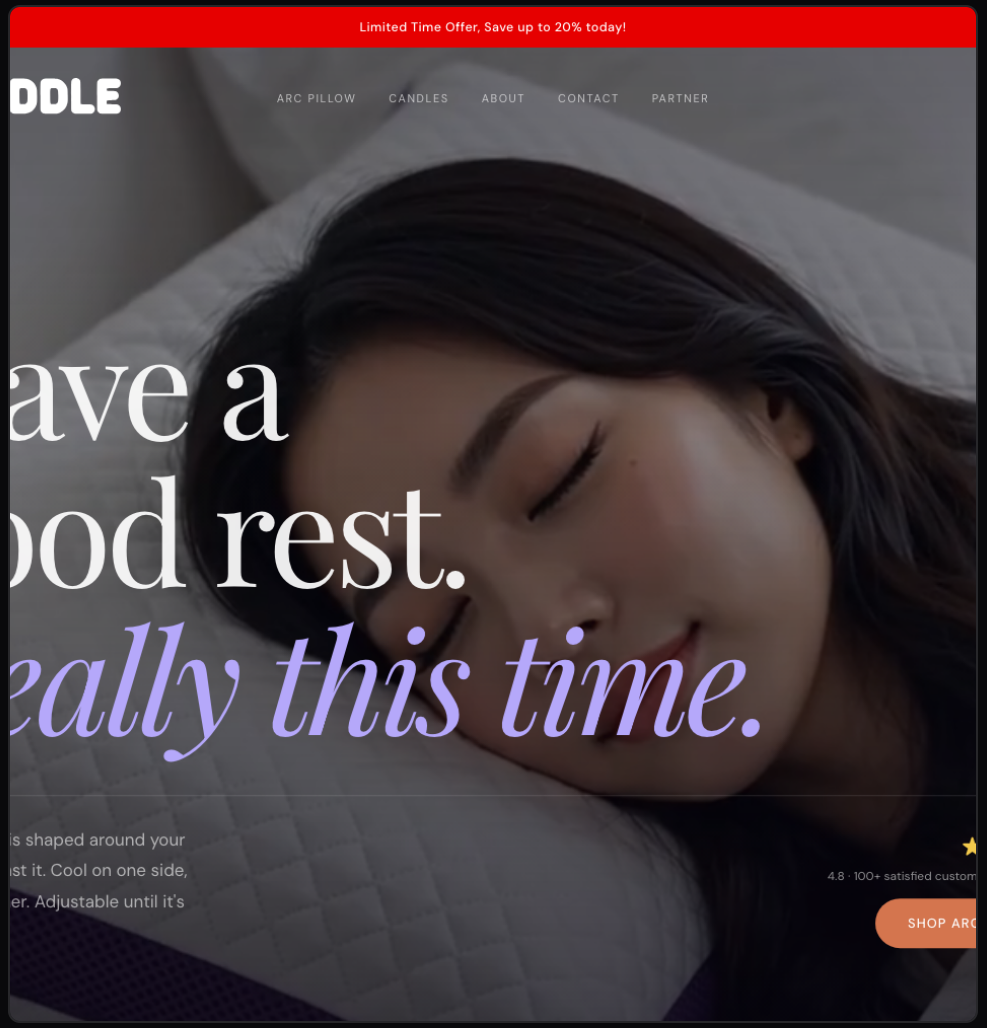
Transforming an ergonomic sleep brand storefront from a bloated Elementor setup into a bespoke headless WooCommerce theme with Cloudflare R2 offloading, boosting conversion from 1.2% to 2.8% and lifting AOV by 24%.

2.8%	<1s	+24%
ADD-TO-CART CONVERSION (WAS 1.2%)	MOBILE PAGE LOAD SPEED	AVERAGE ORDER VALUE LIFT

The Commodity Trap: The original site suffered 4+ second mobile loads under heavy video and treated the Arc Pillow like a generic commodity, causing high bounce rates and low conversion.

Cloudflare R2 & Headless Performance: Replaced Elementor with a custom lightweight PHP/Tailwind theme (`snuuddle-theme`), offloading 79MB of assets to Cloudflare R2. Theme package shrank from 45MB to 1MB with zero egress bandwidth fees.

Cervical Spine Education & Candle Upsell: Reframed the Arc Pillow as an orthopedic sleep system with interactive 360-degree foam inspection and designed a slide-out cart order bump for the Sleep Candle, lifting AOV by 24%.



LEAD FULL-STACK BUILDER & DESIGNER · LIL' CHANGEMAKERS

Next.js 15 Enrollment Engine & Zero-Cost Hosting

Replacing a rigid $25/mo Wix site with Next.js 15, Supabase, and Cloudflare Workers ($0/mo hosting): cutting administrative hours by 65%, surging intake completion to 88%, and enforcing a strict 10-student class cap in real time.

88%	−65%	$0/mo
INTAKE COMPLETION (WAS 54%)	ADMIN PROCESSING HOURS	HOSTING COST (WAS $25/MO WIX)

The Wix Bottleneck: The Woodlands enrichment academy paid $25 USD/mo for a rigid Wix site with a 28-field unpaginated form and zero relational database capabilities, creating 54% drop-offs and 20 hours of manual spreadsheet reconciliation.

Enforced 10-Student Real-Time Cap: Built a dynamic seat availability engine in Supabase PostgreSQL that calculates real-time remaining slots per weekend session, auto-transitioning full classes into automated waitlists.

Self-Service Admin Hub (/admin): Built a drag-and-drop form builder, CSV submission export, and Tiptap rich-text publishing suite, allowing teachers to control 100% of curriculum content without developer retainers.



LEAD B2B PRODUCT DESIGNER & STRATEGIST · HYPERNIX

Hypernix: Structuring High-Ticket Enterprise ERP Funnels

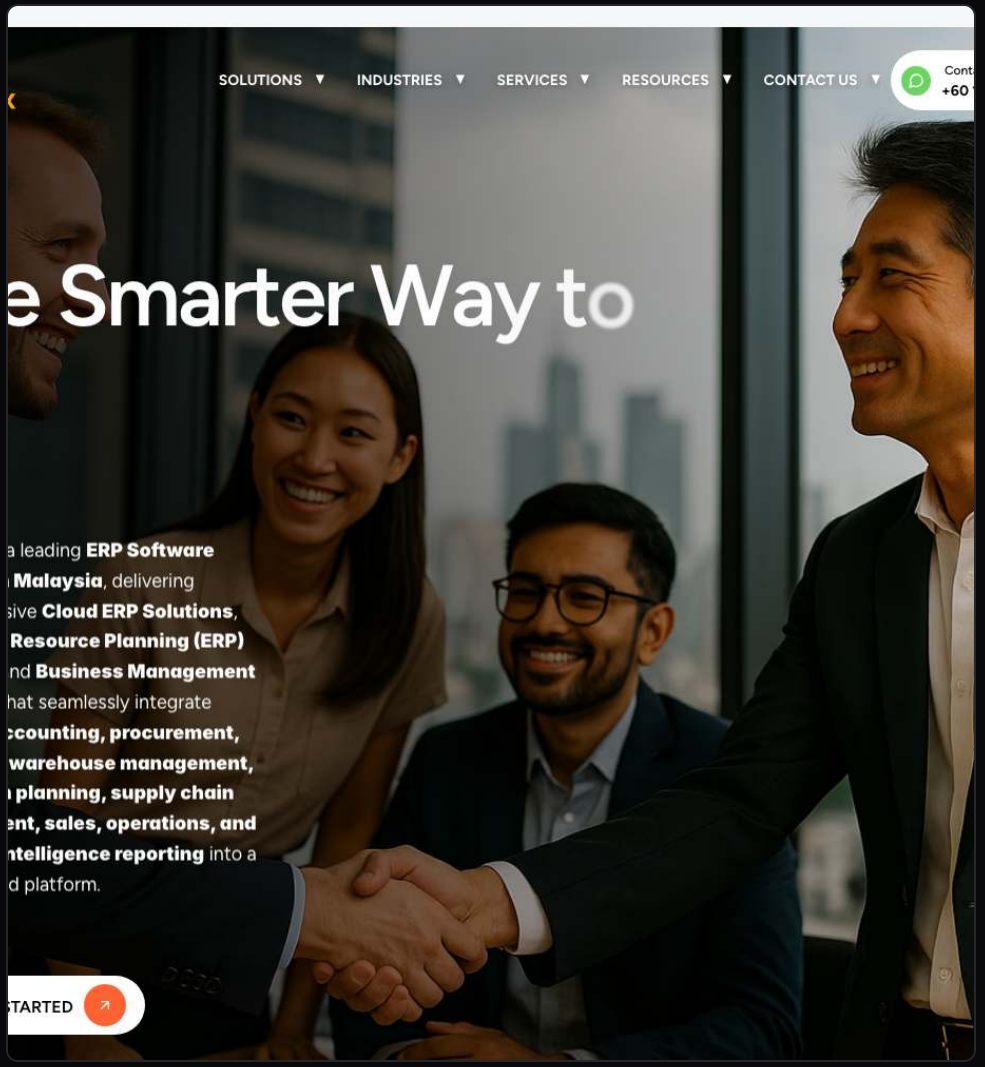
Transforming generic B2B brochureware into an authoritative consultative engine for a premier Oracle NetSuite consultancy in Kuala Lumpur, filtering unqualified inquiries and lifting qualified enterprise leads by 42%.

+42%	−3wks	−70%
QUALIFIED ENTERPRISE LEADS	SALES QUALIFICATION CYCLE	UNQUALIFIED LEAD NOISE

The Enterprise B2B Dilemma: Purchasing an ERP ($50K to $250K+ deals) is a board-level risk. Generic marketing buzzwords attracted low-budget inquiries that drained sales engineers' time while failing to convince technical C-suite buyers.

3-Stakeholder Buyer Matrix: Designed dedicated content architectures addressing the specific anxieties of the CFO (TCO reduction and ROI), CTO (RESTlet APIs, database concurrency, latency), and COO (warehouse fulfillment uptime).

Interactive ERP Scoping Wizard: Replaced passive contact forms with an interactive scoping funnel that pre-qualifies current tech stack, user volume, and core bottlenecks, handing pre-scoped leads directly to sales reps.



DESIGNED, CODED & SHIPPED SOLO · PRODUCTION VENTURES

Hardware Ecosystems & Precision Mobile Platforms

Demonstrating end-to-end full-stack autonomy: building privileged Android OS launchers, hardware DSP integrations, and offline astronomical authority models.

HARDWARE & ANDROID TV OS

PartySing

KOTLIN · JETPACK COMPOSE TV · AMLOGIC FIRMWARE · K3 DSP · SUPABASE

Turnkey commercial karaoke hardware platform for venues:

- **Privileged OS Launcher:** Native system app (`uid=system`) bound to Android HOME intent with D-pad spatial focus engine.
- **Zero-Latency Audio DSP:** Direct interfacing with K3 hardware DSP chip for real-time vocal suppression and zero perceptible mic latency.
- **SingTube Remote:** YouTube Lounge (MDX) protocol pairing letting venue patrons control TV queues from personal phones with zero app downloads.





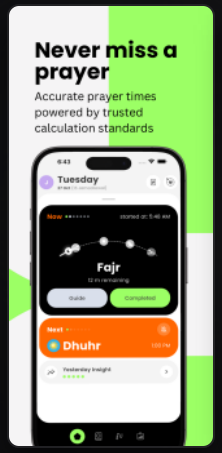
1,000+ DOWNLOADS · 4.7★ RATING

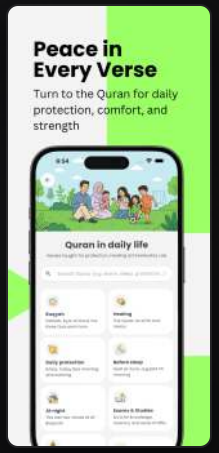
MySolat

FLUTTER · NATIVE KOTLIN SERVICES · SQLITE · SUPABASE · ANDROID 15

Offline-first prayer companion and habit platform:

- **Sub-Minute Astronomical Sync:** Reverse-engineered published tables for JAKIM, MUIS, and Diyanet, eliminating 2 to 21 minute equation drift within 1 minute.
- **Hardened Android 15 Alarms:** Native Kotlin service with exact `AlarmManager` triggers and auto-canceling 30-min reminder buffer.
- **Spiritual Habit Engine:** Prayer streaks, daily reflections, and adaptive Khatam pace calculator paired with authentic King Fahd typography.





DESIGNED, CODED & SHIPPED SOLO · PRODUCTION VENTURES

Predictive Marine Intelligence & Bounded Socratic AI

Engineering solutions for complex physical-world constraints: water-edge offline caching and pedagogical multimodal vision without LLM hallucinations.

GEOSPATIAL INTELLIGENCE · PRE-LAUNCH MVP

Kumpaw

FLUTTER · DRIFT (SQLITE) · POSTGIS · PG_CRON · CLOUDFLARE WORKERS

Hyper-local fishing prediction platform for Southeast Asian anglers:

- **The Kumpaw Index:** Precomputed 0–100 fishability score blending harmonic tides, Open-Meteo marine models, and NOAA solunar windows.
- **Offline Water-Edge Architecture:** Drift SQLite client with idempotent UUID queue syncing to Supabase PostGIS for zero-reception waters.
- **O(1) Edge Forecaster:** Precomputed marine forecasts cached on Cloudflare Workers, delivering sub-50ms queries at $0 fixed infrastructure cost.



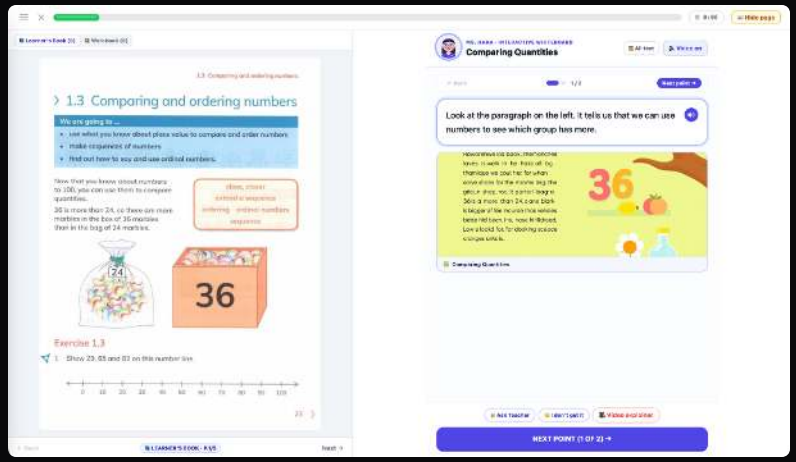
ADAPTIVE EDTECH · 3 HOMESCHOOLED STUDENTS

Ariana

NEXT.JS · CLOUDFLARE PAGES/WORKERS/R2 · GOOGLE GEMINI VISION API

Pedagogy-first Cambridge Primary Socratic AI tutor:

- **Physical Print Grounding:** Gemini Vision API extracts real Cambridge textbook exercises, completely eliminating AI quiz hallucinations.
- **7-Step Socratic Loop:** Guided practice ("Try one with me"), progressive hints instead of answer reveals, and adaptive explanation branching.
- **Shared Household Tablet UX:** Tap-avatar login (zero passwords required for young learners) and $0/mo infrastructure cost.



CAREER SYNTHESIS & WHAT'S NEXT

Bridging High-Craft Design & Autonomous Engineering

I operate where world-class interaction design meets practical systems engineering. Whether directing design teams through multi-market regional expansion, aligning complex hardware constraints with Shenzhen factories, or shipping full-stack products solo, my focus is always on velocity, craft, and measurable business impact.

Leadership

Mentoring designers, building cross-functional consensus with C-suite and engineering, and establishing resilient design systems.

Systems Craft

From 10-foot TV ergonomics and mobile gesture physics to PostgreSQL schemas, edge caching, and hardware DSP audio.

Commercial ROI

Proven history of double-digit adoption lifts, customer churn reduction, and slashing recurring SaaS overhead down to $0.

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