

AFIQ HAZWAN

Senior Product Designer | Full-Stack Product Builder

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SUMMARY

Product design leader with over a decade of experience across consumer hardware, mobile, and social platforms in Southeast Asia, who also architects and ships full-stack systems end-to-end, from UX through application code, firmware, and AI-augmented backend agents. Has led design teams and full brand overhauls that drove double-digit gains in adoption and conversion, from Grab's early regional scaling through Popsical's hardware ecosystem and Lomotif's core social features, while independently shipping production apps and hardware products solo using agentic AI workflows.

CORE SKILLS

Product & Design: UX/UI Design, Design Systems, Design Leadership & Mentorship, Rapid Prototyping, User Research, Brand Strategy, DFM (Design for Manufacturing)

Full-Stack & AI: Next.js, Flutter, Kotlin, Supabase (Postgres, PostGIS), Cloudflare (Pages, Workers, R2), Deno, Python, Agentic AI Workflows (Cursor, GitHub Copilot, CodeRabbit, Claude + MCP servers), Amazon SES, Stripe

Hardware & Firmware: Amlogic Android Firmware, UHF Protocol Integration, DSP Coordination, Low-Latency Audio Systems

EXPERIENCE

Full-Stack Product Consultant | Freelance / Self-Employed

Feb 2024 – Present • Singapore & Malaysia • Remote

- Provided end-to-end design and product architecture guidance for clients including Hypernix, Snuuddle, and Lil Changemakers, spanning UX/UI through to a Next.js / Supabase / Flutter implementation layer.
- Led the Popsical Rawr launch's full product lifecycle, including DFM collaboration, hardware-software integration, and go-to-market creative strategy.

Senior Product Designer | Lomotif

Mar 2022 – Dec 2023 • Singapore • Remote

- Owned end-to-end UX for key features, from the home feed (FYP) to the video creation experience.
- Ran usability tests and A/B experiments that improved user retention across **100,000+ users**.
- Contributed to the development and refinement of the design system, improving workflow efficiency for engineering teams.

Head of Design | Popsical

Jul 2018 – Dec 2021 • Singapore • Hybrid

- Directed a full brand overhaul (logo, tone of voice, color system, and packaging) aligned across hardware, app, and marketing.
- Designed the end-to-end user experience for Popsical Remix and Remix 2, contributing to a **30% increase** in device adoption.
- Led and mentored a team of 5 designers across UX, UI, and visual design, while working directly with hardware engineers and vendors in China to align UX with physical product constraints.
- Improved app onboarding flow and interaction design, boosting conversion by **40%**.

UX/UI Designer | Popsical

Sep 2016 – Jul 2018 • Singapore • On-site

- Worked closely with C-level stakeholders to define product direction, feature priorities, and launch timelines.
- Designed core UX flows for Popsical Remix and Popsical TV, improving user onboarding and song discovery and resulting in a **40% boost** in conversion.

Product Designer | Grab (formerly Grabtaxi/MyTeksi)

Feb 2014 – May 2016 • Malaysia & Singapore • On-site

- Designed UX flows and UI for the Grab Passenger app and website, helping reduce booking time by **11%** and increase ride completions by **15%**.
- Conducted cross-functional UX workshops aligning product, engineering, and operations teams across Southeast Asia on user needs.

Earlier Roles | EzyPzy • Vantage Qube • MotionWorks • Rassmartdesign

2008 – 2014 • Petaling Jaya & Kuala Lumpur, Malaysia

- UX/UI Designer, EzyPzy (2012–14) • Visual Communicator, Vantage Qube (2011–12) • New Media Designer, MotionWorks (2009–11) • Designer, Rassmartdesign (2008–09), building the visual and interaction design foundation for the product design career that followed.

INDEPENDENT BUILDS

PartySing (Karaoke Hardware Ecosystem)

Jun 2025 – Present (Seasonal) • Singapore / Malaysia

- Directed the end-to-end "ten-foot UI" design system and built the PartySing brand from scratch across hardware, digital interfaces, and marketing, applying a decade of SEA karaoke-category expertise to drive product-market fit.
- Built the core app in Kotlin on Supabase, Stripe, and a secure CDN, with customized Amlogic Android firmware coordinating vendor DSPs and UHF mic protocols for real-time on-device AI vocal isolation and zero-lag audio.

MySolat (Prayer Times & Habit-Tracking App)

Apr 2025 – Present • Play Store: 1,000+ downloads, 4.7★

- Designed the full UX/UI in Figma and shipped it in Flutter with a native Kotlin alarm layer and Supabase backend, positioning the app around official-source accuracy (JAKIM, MUIS, Brunei data) as its core differentiator.
- Built the retention strategy around habit-formation mechanics (streaks, goals, and on-device AI insights) rather than passive prayer-time lookup.

Kumpaw (Fishing Intelligence Platform)

Pre-Launch MVP • Johor, Malaysia & Singapore

- Built a hyper-local fishing intelligence app for Johor and Singapore anglers around the Kumpaw Index, a precomputed 0-100 fishability score blending weather, marine conditions, and solunar/tide data per spot per 3-hour window.
- Built the client in Flutter with Riverpod on a Supabase backend (Postgres, PostGIS, Edge Functions), and designed the infrastructure for zero ongoing cost using Cloudflare edge caching and an active-spots windowing strategy that limits compute to recently viewed spots.

Ariana (Adaptive EdTech Platform)

In Development • Private family build, 3 students

- Designed a pedagogy-first lesson experience, including guided practice, Socratic AI-tutor hints, and review-after-scoring, grounded entirely in the family's real Cambridge Primary textbook pages rather than generic AI-generated content.
- Built an image-to-lesson AI pipeline on Google Gemini's free tier, deployed on Cloudflare Pages/Workers/R2, with per-child progress tracking across three simultaneous curricula (Stages 2, 3, and 5).

EDUCATION

Diploma in Arts / Design / Creative Multimedia

International University College of Technology Twintech • 2005 – 2008

LANGUAGES

English (Professional) · Malay (Native)