



01 Sofia Hasana

Product Design, UIUX, Creative Arts

I like to think I'm creative, curious, and always inspired. I enjoy playing with shapes, lines, and colours, the basics that bring design to life. I'm a passionate, loyal fan of art, moved by what I see. Bad UX gets on my nerves.

02 Education

2010 - 2012

Raffles College of Higher Education, Kuala Lumpur

Advanced Diploma in Visual Communication

2014 - 2015

Middlesex University London, United Kingdom

Bachelor's Degree in Graphic Design

My studies have allowed me to expand my design abilities. Design values and culture vary globally, and moving to the UK for this degree gave me insight into a different perspective, which I have incorporated into my unique style. This experience has honed my skills, enabling me to research and work independently at a higher level. Perhaps most importantly, it has trained me to project my thoughts and ideas more elegantly.

03 Employment

May 2024 - present

PayNet, Payments Network Malaysia
Senior Product Designer

Led the Centre of Design Excellence initiative to improve the experience of Paynet's products, including DuitNow payment services and the Paynet Developer Portal, while supporting key projects like the National Fraud Portal and Open Finance.

Payment Service Experiences: Collaborated with merchants and banks to create Paynet's first Design Guideline, enhancing consistency and quality of payment services across Malaysia.

Design System: Developed a modern, scalable design system to unify UX across diverse products serving different user personas.

Frameworks & Processes: Established design best practices and scalable workflows to improve operational efficiency.

Product Design Strategies: Delivered human-centered design strategies to enhance Paynet's offerings.

National Fraud Portal: Supported design direction to improve the user experience of this critical fraud prevention platform.

Open Finance: Assisted in concept design and aligned design direction with Bank Negara Malaysia's Open Finance readiness mandates.

October 2020 - February 2024

Petronas
UI/UX Designer

Joined a Fortune 500 company during a digital transformation phase, driving process improvements and enhancing digital product efficiency.

GO Dashboard: Designed data visualization dashboards for engineers, boosting productivity. Won the Information Management - Oil & Gas Award at Malaysia Technology Excellence Awards 2022.

Alpha Gas: Improved gas scheduling and cargo delivery by co-facilitating design workshops with engineers to align solutions.

Design System: Founding member of Petronas' first design system; led development of mobile version to ensure design consistency.

DesignOps: Manage UI/UX demand and streamline design workflows for mobile products.

Digital Academy: Led design updates for employee upskilling platform in digital technologies.

SWITCH: Redesigned micro-learning platform for better accessibility and usability.

iPrompt: Enhanced execution dashboard for automation projects, supporting performance tracking and decision-making.

July 2019 - June 2020

Aleph Labs

Product Designer

Transitioned into UI/UX design, collaborating closely with software engineers, data scientists, developers, and scrum masters to develop human-centered mobile and web solutions.

Applied strategic design processes alongside experts in strategy, technology, and marketing to enhance digital banking experiences across Southeast Asia.

Key projects included MyDigi, Bank Islam Brunei Darussalam (BIBD), OCBC x Big Bad Wolf, Friends of Mr Ed (Australia), Froyo, KLCC, and Ambank.

May 2016 - May 2019

Freeform

Creative Designer

Contributed to immersive events including Urbanscapes, Upfront Shows, Tiffin Food Court, R!UH, Good Vibes Festival, and client events like U Mobile Grooves, CIMB Classic, and Volkswagen Festival. Managed The Bee Restaurant's brand vibe, social media, and marketing materials to boost digital presence.

Handled full event planning cycles: brainstorming, budget management, layout design, client and supplier coordination, and visual asset creation. Developed motion graphics skills to meet growing social media and digital content demands.

October 2011 - April 2012

Pestle and Mortar Clothing

Creative Designer

Started as an intern before transitioning to a part-time role at a growing fashion brand. Collaborated closely with Creative Directors to design graphics for t-shirts, brochures, and lookbooks.

Gained valuable insights into branding, marketing strategy, customer relations, and fashion; understanding how these elements connect to drive brand growth.

04 Skills

Design System

Product Design Strategy

Product Innovation & Development

Product Management

Design Framework

Human Centricity

Payment Services

Data Visualisation

Design Thinking

Design Operations

Events Design

Social Media Marketing

Motion Graphics

Branding & Identity

05 Technical Skills

Figma

Sketch

Adobe Creative

JIRA

JSON

Confluence

06 Referees

Christopher Roberts

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Leonor Cogneau

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“Sofia quickly became an independent and reliable designer who embraces ambiguity and finds thoughtful solutions. Her strong communication, empathy, and collaboration skills make her a valuable design partner who consistently contributes to high-quality user experiences.”

Shermen Mukhtar

Creative Director at Freeform

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