Aisha Sofia Najidi

UIUX Designer | Product Designer

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[***Portfolio password on request via Email***]

PROFESSIONAL EXPERIENCE

PHONGSAVANH GROUP MALAYSIA — **Bandar Utama, Selangor**

UIUX Designer — Feb 2026 – Present

- Designed end-to-end UI/UX for a banking application, owning core flows including child accounts, joint accounts, loans, and login/onboarding/settings (notifications, password & PIN management, authenticator connections, help & FAQ)
- Built a 3-tier token-based design system from scratch (Primitives → Aliases → Semantics /Components) spanning 25+ components, including semantic colour variables, primitive tokens, typography scale, and dark/light mode.
- Designed exception-state flows across loans (pending bank approval drawdown states), joint accounts (spending limit tiers), and security alerts (34-scenario severity system spanning Block/Challenge/Warn tiers), ensuring consistent handling of high-risk and edge-case scenarios.
- Partnered with a cross-functional team of 7 (developers, PMs, designers, BAs, and Bank Stakeholder) to deliver dev-ready specifications across child accounts, joint accounts, loans, security alerts, and login/onboarding/settings, iterating through multiple review rounds to align design with evolving requirements, technical constraints, and compliance needs
- Presented design rationale and flow walkthroughs to developers, BAs, and leadership (including C-suite stakeholders), aligning cross-functional teams on scope and design decisions ahead of dev handoff

LLL Inc. — **Remote**

Software Engineer — Apr 2025 – Jan 2026

- Built 2 internal dashboards and B2B applications end-to-end, including full design and development ownership on 1, bridging design and development across the full product lifecycle
- Created a Figma design system with a reusable component library, later implementing it directly in NextJS to keep design and code in sync
- Redesigned UI workflows and error feedback patterns for internal tools to improve usability and reduce friction in day-to-day task completion
- Collaborated with a cross-functional team of ~10 (developers, designers, clients) in Japanese, delivering weekly feature updates to clients to keep delivery aligned with expectations

EDUCATION

Sunway University — **Bandar Sunway, Selangor**

BSc (HONS) Computer Science — **Jul 2021 – Sep 2024**

SKILLS

- **Product Design:** Figma, FigJam, Wireframing, Interactive Prototyping, Design Systems Architecture, Component Libraries, Token Architecture, Dev Handoff
- **Research & Strategy:** Usability Heuristics, Journey Mapping, Persona Development
- **Development:** HTML, CSS, JavaScript, NextJS, React Native
- **Languages:** English (Fluent), Japanese (JLPT N3)