AHMAD FAHMI

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PROFILE OVERVIEW

Young and self-motivated fresh graduate with passion for technology seeking a meaningful role to begin a career in Information Technology industry. I am a passionate learner with creative ideas and a unique approach to visuals. I believe that creative collaboration between design and technology is the magic that takes experiences from good to great.

EDUCATIONS

Sept 2021 - Feb 2023	**BSc Hons. Information Content Management, Universiti Teknologi Mara** CGPA: 3.56/4.00	**Pundak Perdana, Selangor**
June 2017 - June 2020	**Diploma in Information Management, Universiti Teknologi Mara** CGPA: 2.70/4.00	**Rembau, Negeri Sembilan**

AWARDS & CERTIFICATE

May - October 2023	**Google Coursera Professional Certificate** Completed 7 courses of Google Foundations of User Experience (UX) Design from online courses, Coursera.
Sept 2021 - Feb 2023	**Dean's Lists Award** Awarded Dean's List award from Department of Information Science for Semester 3 & 5.

RELEVANT EXPERIENCES & ACTIVITIES

October 2023 — **Google Coursera Professional UX Design Certificate**
- Completed a rigorous training designed for entry-level job readiness.
- 15 modules included Topics like: UX design principles, UX research fundamentals inclusive design, usability testing, wireframing, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD.
- Completed hands-on projects and developed a portfolio including 3 projects to receive the certificate.

Sept 2022 - Feb 2023 — **Trainee in Mobile Application DevOps at Tuxuri Sdn. Bhd**   **Shah Alam, Selangor**
- Developed an Android-based application (iAttend), an attendance management system application for Final Year Project using JavaScript language and Visual Studio Code tool.
- Utilized cloud computing database such as Google Firebase and integrated with phpMyAdmin to implement efficient and secure data storage solutions.
- Gained invaluable exposure of Google APIs such as maps and geolocation to enhance application features.
- Collaborated on the development of (MyBAKAT), a student's talent app, engaging in user acceptance testing at ISN, Bukit Jalil, to gain practical insights of the software development process and user feedback from teachers.
- Collaborated and engaged with cross-functional UI/UX teams to design, implement, and ensure a seamless user experience for mobile applications.
- Developed visually appealing and responsive user interfaces using Figma and Adobe design tools (XD, Photoshop, Illustrator)

Trainee in Digital Marketing at Tulus Digital Sdn. Bhd   **Shah Alam, Selangor**
- Assisted in the development and execution of digital marketing campaigns to promote Tulus application, simplifying zakat payments for Muslims through mobile application.
- Engaged and managed in daily copywriting for social media posts to promote Tulus Application.
- Collaborated closely with UI/UX Designer to create 7+ visually appealing promotional materials in a week for Tulus Application.
- Managed and curated content for Tulus's social media platforms such as Facebook & Instagram, consistently engaging with the audience and increasing follower engagement.

2021 - Present — **Self-Employed**   **Melaka**
- Curated and managed a successful online apparel & clothing resale business, focuses on Malaysian market.
- Strategically sourced, imported, and exported demand fashion items from Japan, and the UK.
- Analyzed market trends and user behavior to make data-driven decisions.
- Leveraged social media marketing, e-commerce platforms, mainly Instagram, Facebook and Shopee to drive brand visibility.
- Maintained 95% customer satisfaction rate and reviews across social media platform through top-notch customer service.

SKILLS SUMMARY

Designing (Figma, Adobe – XD, Illustrator, Photoshop, After Effect), Prototyping, Wireframing, Programming (React, JavaScript, Google Firebase, phpMyAdmin), Microsoft Office (Words, Excel, PowerPoint)

LANGUAGES

Malay	Native/Bilingual Proficiency	**English**	Fluent

REFERENCES

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