

MASTURAH MAIDIN

Creative Problem Solver

DETAILS

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EMAIL

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LINKS

[Website](#)

[LinkedIn](#)

AREAS OF EXPERTISE

Problem Solving
Product Design
Visual Design
Innovation
Visual Storytelling
Communication
Business Analytics
Leadership
Presentation
Creativity
UX Research

PROFILE

A hybrid designer with 11 years of experience. A unique blend of expertise in **UX Research, Product Thinking, Business Strategy, Data Analytics, and Visual Design**. Excels at understanding user needs, translating them into innovative product solutions, and driving business growth through strategic insights.

EMPLOYMENT HISTORY

Senior Product Designer, Grab Singapore

Dec 2021 — Aug 2023

Led the Communications Platform - Creating seamless Chat & Call experiences between Drivers, Merchants and Consumers.

Mentored designers across departments with design reviews and individual skill progression.

UX Lead, Huge Inc Singapore

Apr 2021 — Dec 2021

Led 3 SK-II products from concept to production. Spearheaded digital projects with clients like Meta, Morgan Stanley, Google, Children's Museum Singapore, and Uniqlo.

Mentored visual designers in product and design thinking.

Senior Interaction Designer, Huge Singapore

Apr 2019 — Apr 2021

Led UX design for SK-II's digital products, and service and experience design for interactive in-store experiences.

UI/UX Designer, EON Reality Singapore

Aug 2016 — Mar 2019

Designed and led the AR/VR experiences for clients from the education, aerospace and transport industries. Created in-house mobile app for students and teachers to collaborate remotely with AR/VR.

Designer, Acacia Design Consultants Singapore

Dec 2013 — Sep 2015

Led branding and packaging projects, and websites.

Media Arts Trainer, Mastereign Singapore

Apr 2010 — Oct 2013

(Seasonal)

Train classes (max. 40 students) of primary school, secondary school, and occasionally junior college and working adults. Subjects taught are in the art and design sector.

EDUCATION

BA Communication (Design), Royal Melbourne Institute of Technology Melbourne, Australia

Jan 2011 — Dec 2012

Graduated with Merit

Future Leaders Programme, NUS Business School Singapore

Oct 2023 — Dec 2023

Certificate: Executive Education in People Management and Self Development skills

Business Analytics, Temasek Polytechnic Singapore

Apr 2019 — Apr 2020

Graduated with Specialist Diploma

UX Immersive, General Assembly Singapore

Apr 2016 — Jul 2016

Certificate: UX Design Bootcamp

Interactive Media Design, Temasek Polytechnic Singapore

Mar 2006 — Jan 2009

Graduated with Diploma