

AMIR HAMIDI AMHA

Senior UI/UX Leader | Design Strategist | Digital Transformation

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Executive Summary

Senior UI/UX leader with 19+ years of experience driving large-scale digital platforms across banking, energy, telecommunications, and media. Proven track record in building and leading cross-functional teams in regulated, enterprise environments, establishing scalable UI/UX and BA workflows, and delivering mission-critical systems used by 5,000–42,000+ users. Adept at bridging business strategy, design thinking, and delivery execution to create measurable business outcomes.

Seeking senior leadership roles (Head of UI/UX, Design Director, UX Chapter Lead) with growth ceiling and strategic influence.

Core Leadership & UX Expertise

- UI/UX Strategy & Design Systems
- Design Thinking & User-Centred Design
- Team Leadership, Mentorship & OKRs
- Stakeholder & Executive Management
- Information Architecture & UX Research
- Agile / Scrum / SDLC
- Business Analysis & User Story Definition
- Digital Transformation & Platform Modernisation

Tools:

- Figma
- Adobe Creative Suite
- Azure DevOps,
- Wireframing & Prototyping
- Design Systems
- HTML, CSS

Professional Experience

Skill Quotient (Client: PETRONAS)

Technical Lead (UI/UX / BA-SA / Support)

Jul 2024 – Present

- Lead UI/UX, Business Analysis, System Analysis, and Support functions across enterprise platforms.
- Advise senior business stakeholders on UX strategy, solution feasibility, and delivery planning.
- Established end-to-end UI/UX and SA workflows, improving delivery predictability and quality.
- Manage task allocation, performance reviews, and development plans for cross-functional team members.
- Oversee Run & Maintain operations, ensuring SLA compliance for critical systems.

Key Achievements:

- Increased team productivity by 25%, enabling delivery of 30–40 user stories per sprint.
- Delivered a high-security enterprise portal used by 5,000+ users managing assets exceeding MYR 1.5B.
- Consistently delivered design and analysis outputs ahead of sprint deadlines.

Zenith Infotech (Client: PETRONAS)

UI/UX Lead

Sep 2023 – Jul 2024

- Served as UI/UX Lead, guiding design direction across multiple enterprise initiatives.
- Designed wireframes, prototypes, and high-fidelity interfaces aligned with UX best practices.
- Established collaboration models between design, development, and business teams.
- Conducted UX research and optimised information architecture for complex systems.

Key Achievements:

- Enabled full delivery capacity with 80% manpower, improving operational efficiency.
- Delivered mission-critical portals supporting MYR 1.5B+ in managed assets.

Change Mandate

Senior Manager, Creative & UI/UX

Jan 2023 – Jun 2023

- Built and led a 5-member UI/UX and Creative team from the ground up.
- Defined OKRs, project scopes, timelines, and budgets.
- Consulted clients on UX strategy, digital audits, and best practices.

Key Achievements:

- Secured 3 client projects worth MYR 120,000 within 6 months.
- Established scalable creative and UX delivery frameworks.

Maybank Group

Senior Executive

Mar 2021 – Dec 2022

- Led strategy, design, and production of a group-wide digital publication across 18 countries.
- Collaborated with business units, branding, and marketing stakeholders.
- Designed UX, IA, and content structure for enterprise-scale audiences.

Key Achievements:

- Transitioned legacy print publication to digital.
- Achieved 92% readership across 42,000 employees.

Maybank Investment Bank

Assistant Manager

Nov 2017 – Mar 2021

- Led design and delivery of an internal engagement platform.
- Presented proposals and budgets to Executive Committee.

Key Achievements:

- Platform scaled from 5,000 to 42,000 users group-wide.

YTL Communications

Senior Manager

Jul 2010 – Aug 2016

- Owned UX, content strategy, and operations for web and mobile platforms.
- Managed partnerships and cross-promotion initiatives.

Key Achievements:

- Achieved 100,000+ monthly unique users.
- Generated MYR 5,000+/month in partnership value.

MSN Malaysia

Sports Editor

Jun 2009 – Jul 2010

- Led editorial strategy, UX, and content operations across MSN Malaysia sports platforms.
- Managed editorial team, setting OKRs, workflows, and delivery standards.
- Designed channel UX, wireframes, and front-end layouts using HTML/CSS.
- Established content strategy, planning, and budgeting for major sporting events.

Key Achievements:

- Ranked No.1 Sports Portal in Malaysia — A.C. Nielsen.

- Ranked No.1 World Cup Portal in Malaysia — A.C. Nielsen.

Primeworks Studios

Producer

Jun 2008 – Jun 2009

- Produced and managed children's programming content for ntv7's flagship morning belt.
- Oversaw content planning, production workflows, and creative execution.

Key Achievements

- Highest-ranked morning programme in Malaysia — A.C. Nielsen.

Ntv7

Webmaster

May 2007 – Jun 2008

- Designed and managed ntv7's web portal, including UX, UI, and content operations.
- Built and maintained front-end interfaces using HTML/CSS.
- Introduced Catch-Up TV, enabling on-demand access to previously aired programmes.

Key Achievements

- Pioneered one of Malaysia's earliest broadcaster-led online streaming experiences.

Education

BSc. Software Engineering & Multimedia
Limkokwing University of Creative Technology

Diploma in Software Engineering & Multimedia
Limkokwing University of Creative Technology

Recognitions

- Recognition for Support excellence on Project VISMA — PETRONAS
- Recognition for delivery excellence on Project VISMA — PETRONAS
- No.1 Sports & World Cup Portal in Malaysia — A.C. Nielsen
- Highest-Ranked Morning Programme — A.C. Nielsen
- Best in Mobile Gaming Development — Hewlett Packard

References

Available upon request