AMIR HAMIDI AMHA

Digital Experience & Product Leader
Enterprise Platforms
Governance & Transformation

amirhamidiamha@gmail.com
www.amirhamidiamha.com
+60 12 266 7658

Executive Summary

Digital Experience & Product Leader with 19+ years delivering mission-critical enterprise platforms across banking, energy, telecommunications, and media. Experienced in regulated environments, leading cross-functional teams and establishing scalable UI/UX and business analysis frameworks supporting systems used by 5,000–42,000+ users.

Co-founder & CEO of AEXLORA, operating as a strategic innovation studio focused on venture architecture and digital platform scalability. Brings a founder's perspective to enterprise delivery — aligning C-suite ROI priorities, technical architecture, and human-centred execution to drive defensible growth.

Proven track record of bridging business strategy, governance requirements, and delivery execution to create measurable impact across complex digital ecosystems.

Core Leadership & UX Expertise

- Digital Strategy & Platform Modernisation
- Cross-Functional Team Leadership & OKRs
- Stakeholder & Executive Management
- Governance & Enterprise Delivery
- Business Analysis & Solution Architecture
- UX Strategy & Design Systems
- Agile / Scrum / SDLC

Professional Experience

Skill Quotient (Client: PETRONAS)
Technical Lead (UIUX / BA-SA / Support)

Jul 2024 – Present

- Lead cross-functional 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 scalable end-to-end digital delivery frameworks across UX and system analysis functions.
- Manage task allocation, performance reviews, and development plans for cross-functional team members.
- Oversee Run & Maintain operations, ensuring SLA compliance for critical systems.
- Partnered with senior stakeholders to align platform strategy with operational and governance requirements.

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.

Aexlora

Co-Founder & CEO

Feb 2026 – Present (Concurrent role)

- Established AEXLORA as a strategic digital venture studio focused on enterprise-grade product architecture and scalable platform design.
- Lead venture strategy, product positioning, and digital architecture alignment across early-stage and growth initiatives.
- Advise stakeholders on business model structuring, governance considerations, and long-term platform scalability.
- Oversee product roadmap prioritisation, UX strategy, and technical feasibility alignment to ensure defensible growth foundations.
- Drive operational direction, partnership engagement, and venture evaluation within regulated and enterprise-adjacent ecosystems.

Key Achievements:

- Launched Finpersona, an AI finance tracker, leading product strategy, UX, and full lifecycle deployment.
- Designed scalable, secure data and experience frameworks with governance built-in.
- Established AEXLORA's venture model, aligning product validation, AI capabilities, and roadmap governance.

Zenith Infotech (Client: PETRONAS)

UIUX 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 and delivered 3 client engagements 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.
- Transitioned a legacy group-wide publication into a scalable digital platform adopted by 42,000 employees across 18 countries, achieving 92% readership.
- 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 end-to-end UX, content strategy, and digital operations for web and mobile platforms serving 100,000+ monthly users.
- 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