

ZULAIKHA SALIM

UI/UX Designer ▪ Product Designer ▪ Graphic Designer

Nice to meet you!

Hello and welcome to my portfolio!

My Journey

As a Freelance UI/UX Designer at Harbour Creativ, I've worked across diverse industries to craft compelling, user-centric designs. My approach focuses on intuitive user experiences and visually engaging interfaces that deliver real results for clients.

During my time as an Assistant Product Manager and UI/UX Designer at SweetSpot Sdn. Bhd., I led the enhancement of SaaS products and spearheaded the revamp of the Sweetspot App, creating impactful campaign visuals that resonated with users and stakeholders alike.

At Valiram Holdings Sdn. Bhd., I contributed to high-impact campaigns for renowned brands such as Victoria's Secret. My responsibilities included proposing innovative user flows, enhancing digital experiences, and ensuring brand consistency across platforms.

Partial Client List

Here are some of the clients I've had the privilege to work with:

Ayam Kokok Melaka

Berjaya Holding

B Infinite

Cinta Mauve

Compumed

Digital Diversity Festival

Koperasi Tentera

Mednefits

Nimroc Holding

Mr. Brown Hair Pomade

Post Parcel

SVLTAN Management

Tap2Health

Tasik Kebun Serendah

My Services and Capabilities

I love crafting beautiful, user friendly and inspired work that is focused on a business goal and their customer. I do this across multiple touch points to help organisations achieve their goals.

BRANDING & DESIGN

Logo

Collateral, Print & Packaging

Typography

DIGITAL DESIGN

Product Design

Website Design

UI/UX

Social Media Design

LAYOUT

Keynote

Google Slide

My design process combines:

- **Insight Gathering:** Researching existing programs, competitor analysis, and stakeholder input.
- **User-Centered Design:** Creating intuitive experiences backed by user research.
- **Documentation:** Crafting clear design guidelines and documentation for seamless project execution.

PORTFOLIO

Selected artwork curated for you

HARBOR CREATIVE



HARBOUR CREATIV

Preview

Designed for Growth.

Harbour Creativ, a Malaysian branding and illustration studio, aimed to establish a dedicated online presence, overcoming challenges in client interactions and showcasing core services.

Main Task
UI/UX & Development

Project Duration
June-Dec 2021
6 Months



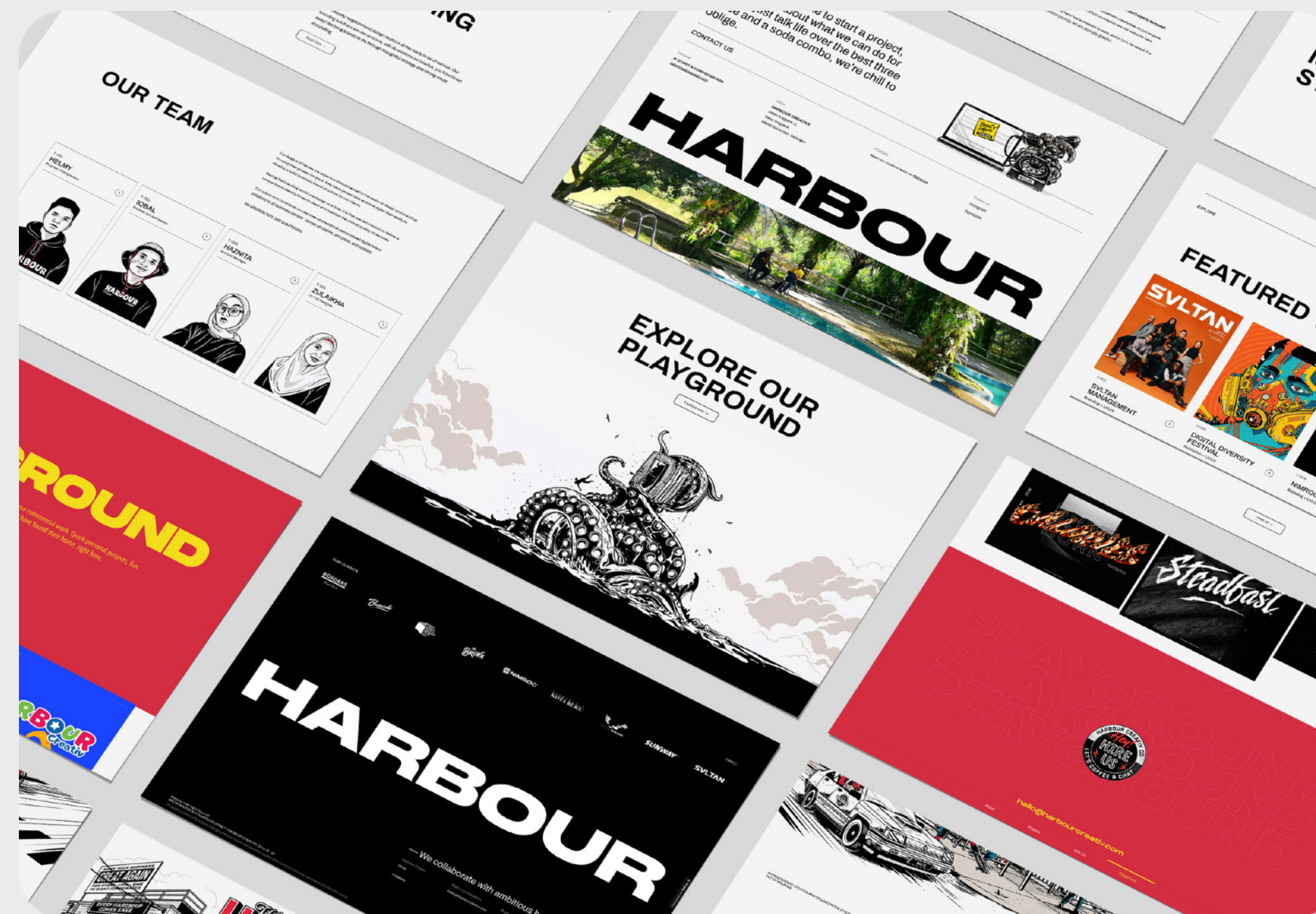
Problem

Reliance on Instagram, Behance, and Dribbble DMs prompted the need for a professional channel. Challenges included highlighting core services and building the first website on Editor X.



Solution

Maximized homepage impact with stunning illustrations and compelling "HIRE US" CTAs



User-friendly form for initiating requests.

Mobile-first design for optimal user experience.

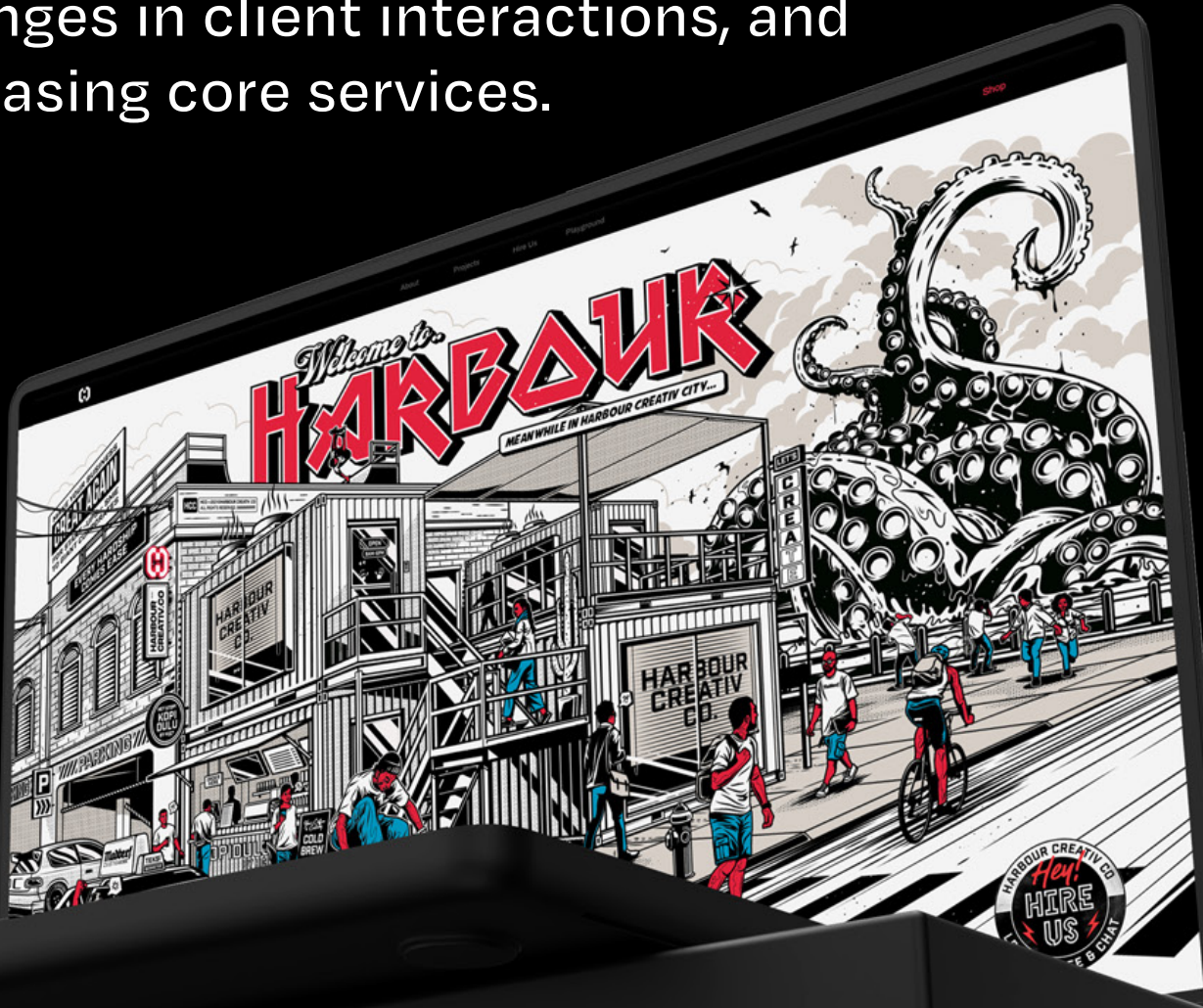


Preview

Designed for Growth

About

Harbour Creativ, a Malaysian branding and illustration studio, aimed to establish a dedicated online presence, overcoming challenges in client interactions, and showcasing core services.



Problem

The existing reliance on Instagram, Behance and Dribbble direct messages, for client interactions prompted the need for a more professional communication channel and a central hub for their creative portfolio.

Challenges

- Highlighting core services illustration and branding.
- Building the first website on Editor X

Team

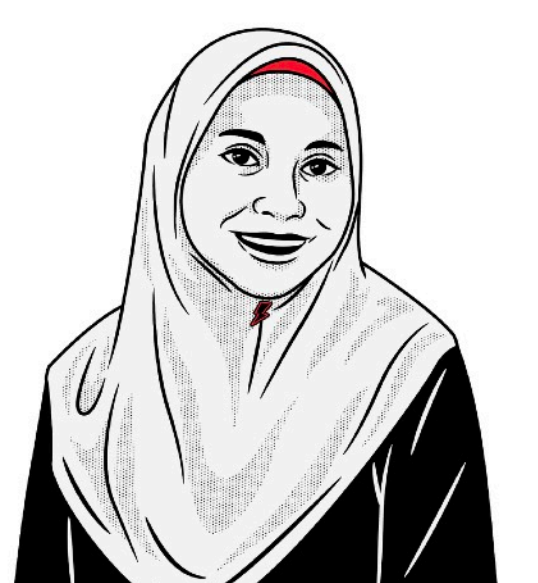
Helmy
Project Manager



Iqbal Hakim
Illustrator



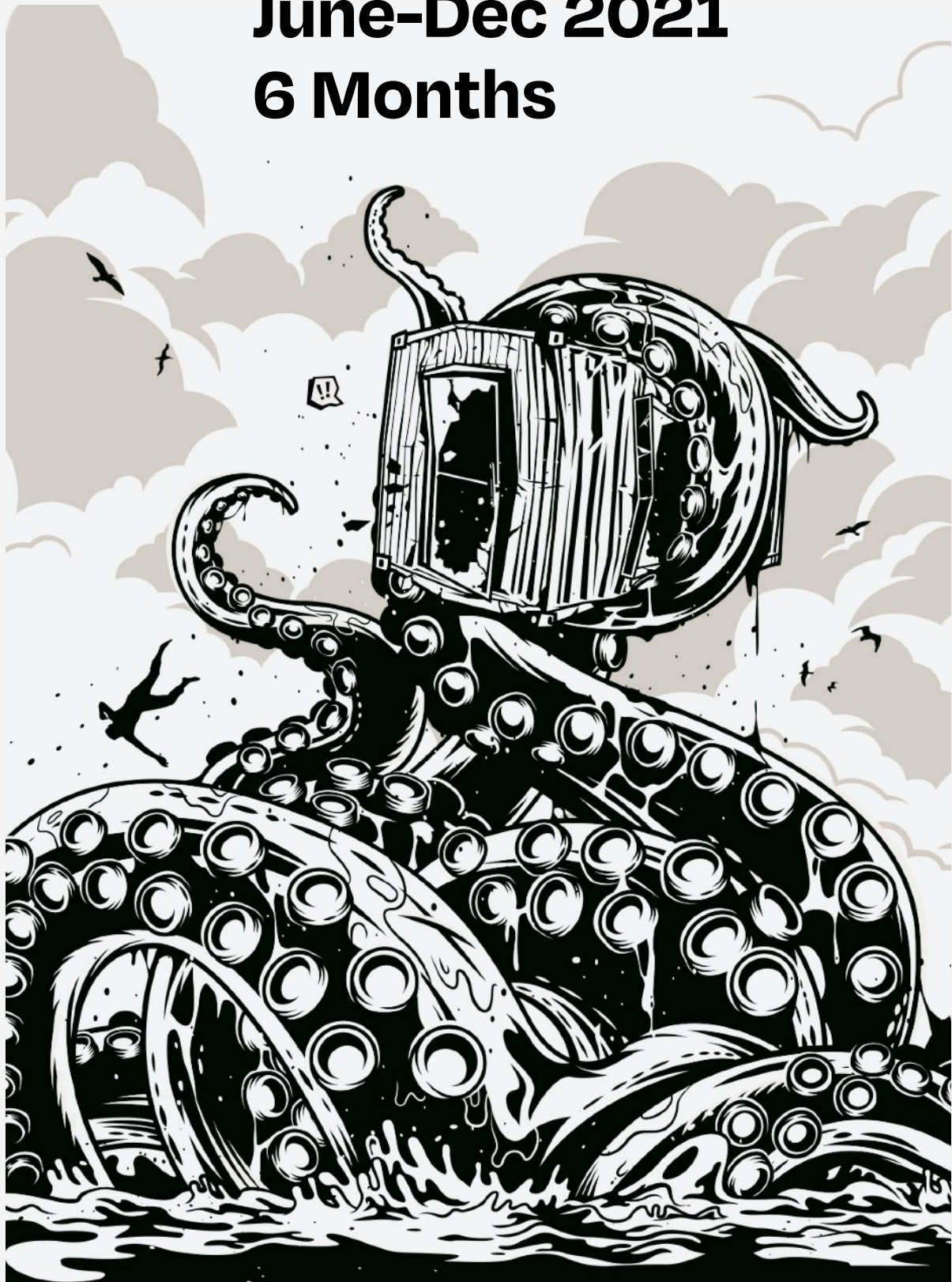
Zulaikha Salim
UI/UX Designer



Main Task
UI/UX & Development

Platform
Editor X

Project Duration
June-Dec 2021
6 Months



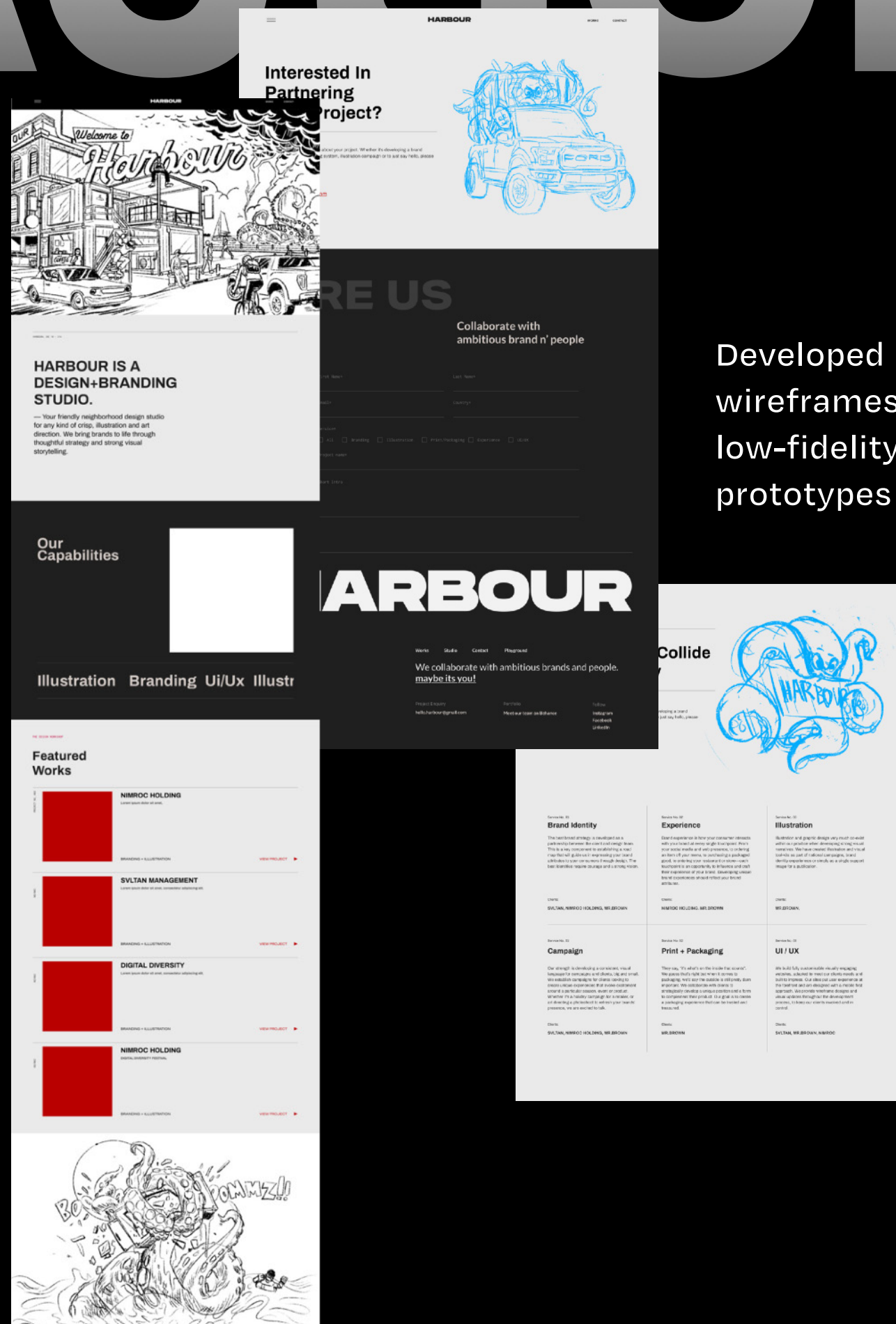
HARBOUR CREATIV®

AN INDEPENDENT CREATIVE AND COLLABORATIVE STUDIO BASED OUT OF MALAYSIA

Collaborative Journey

From Planning to Impact

Action

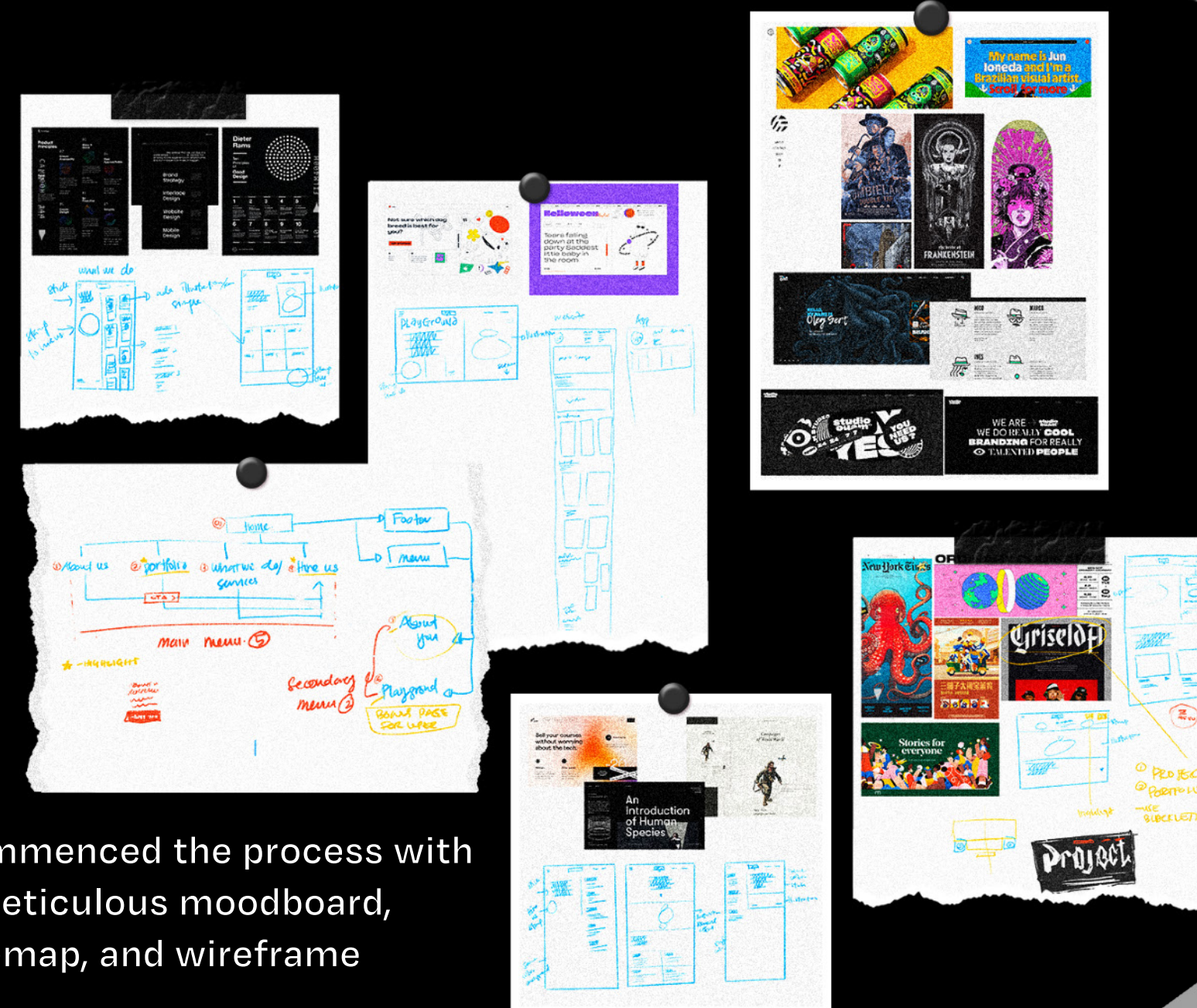


Developed wireframes and low-fidelity prototypes

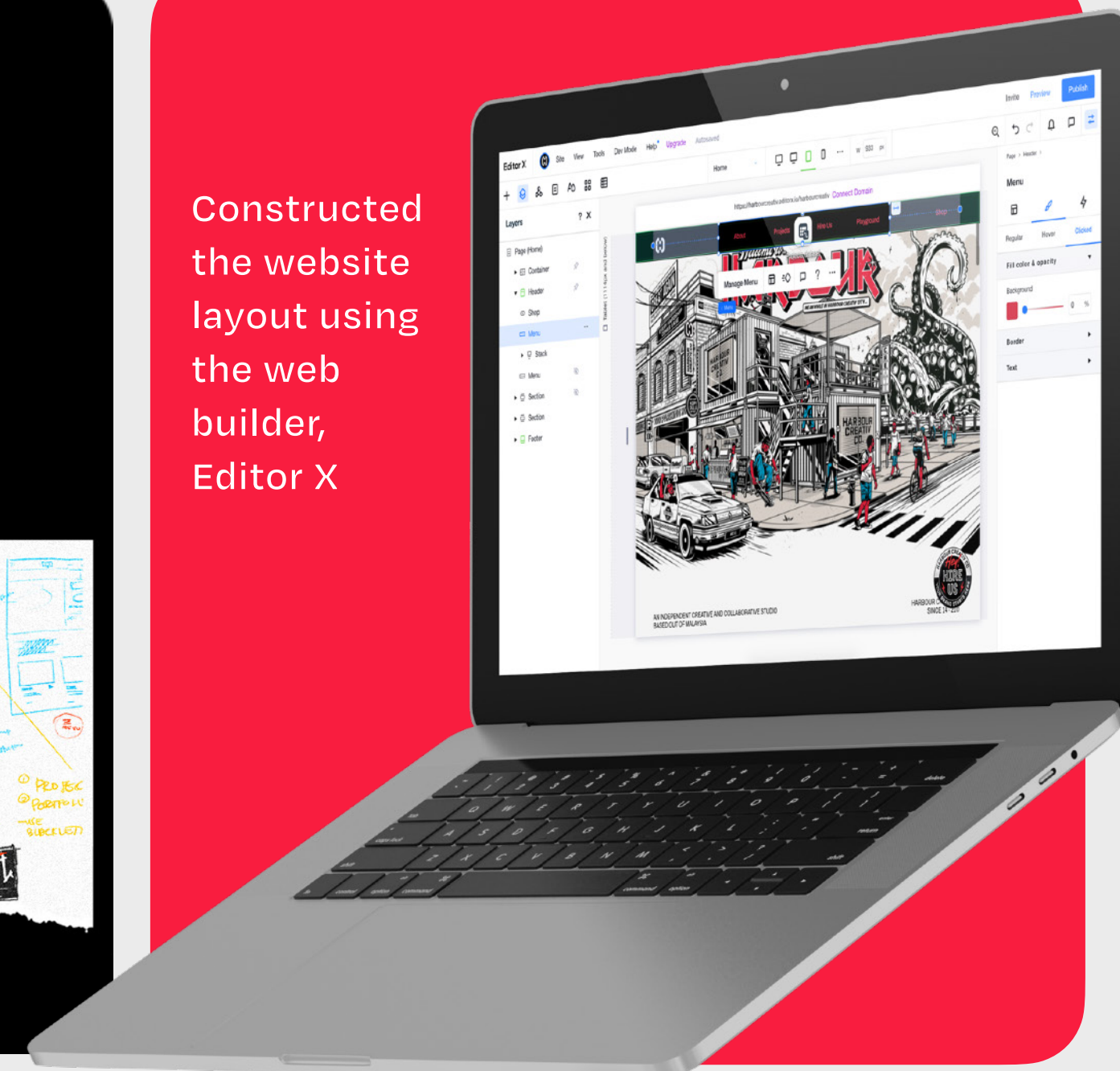
Collaborated with the team in interviews, design sessions and brainstorm.



Commenced the process with a meticulous moodboard, sitemap, and wireframe



Constructed the website layout using the web builder, Editor X

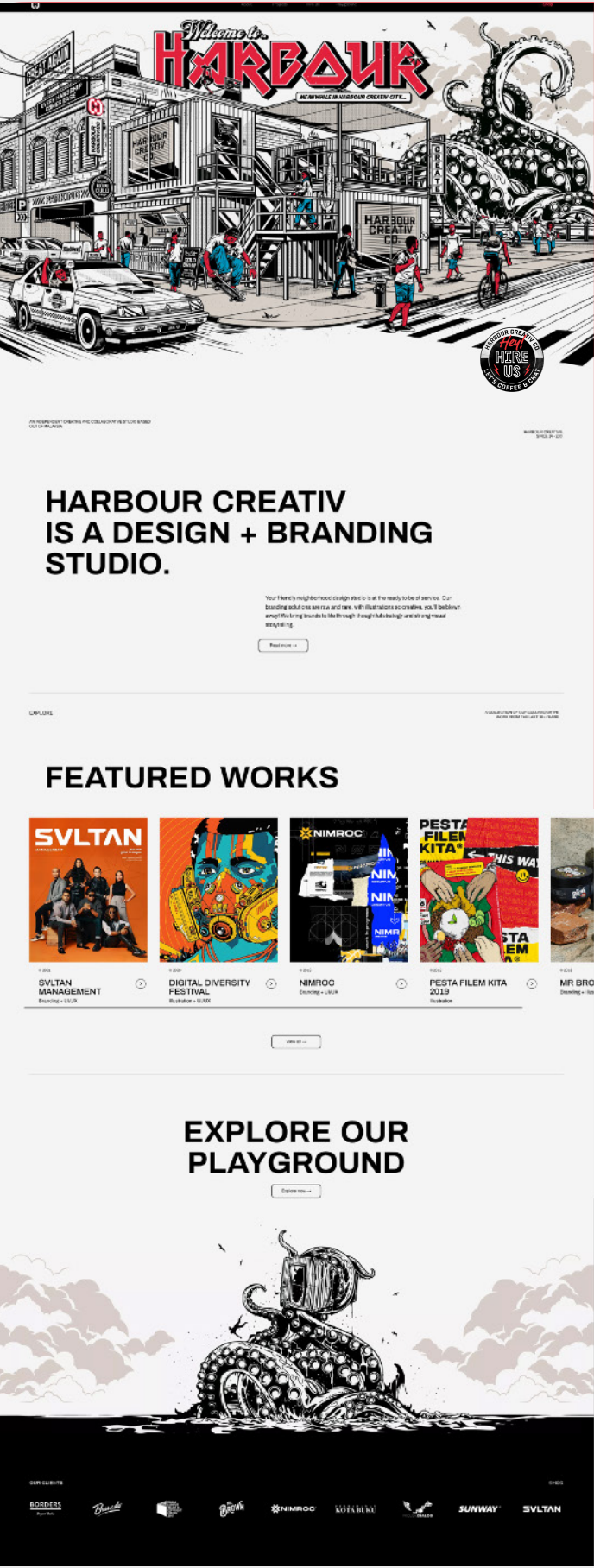


Crafting Impactful Solutions

climax



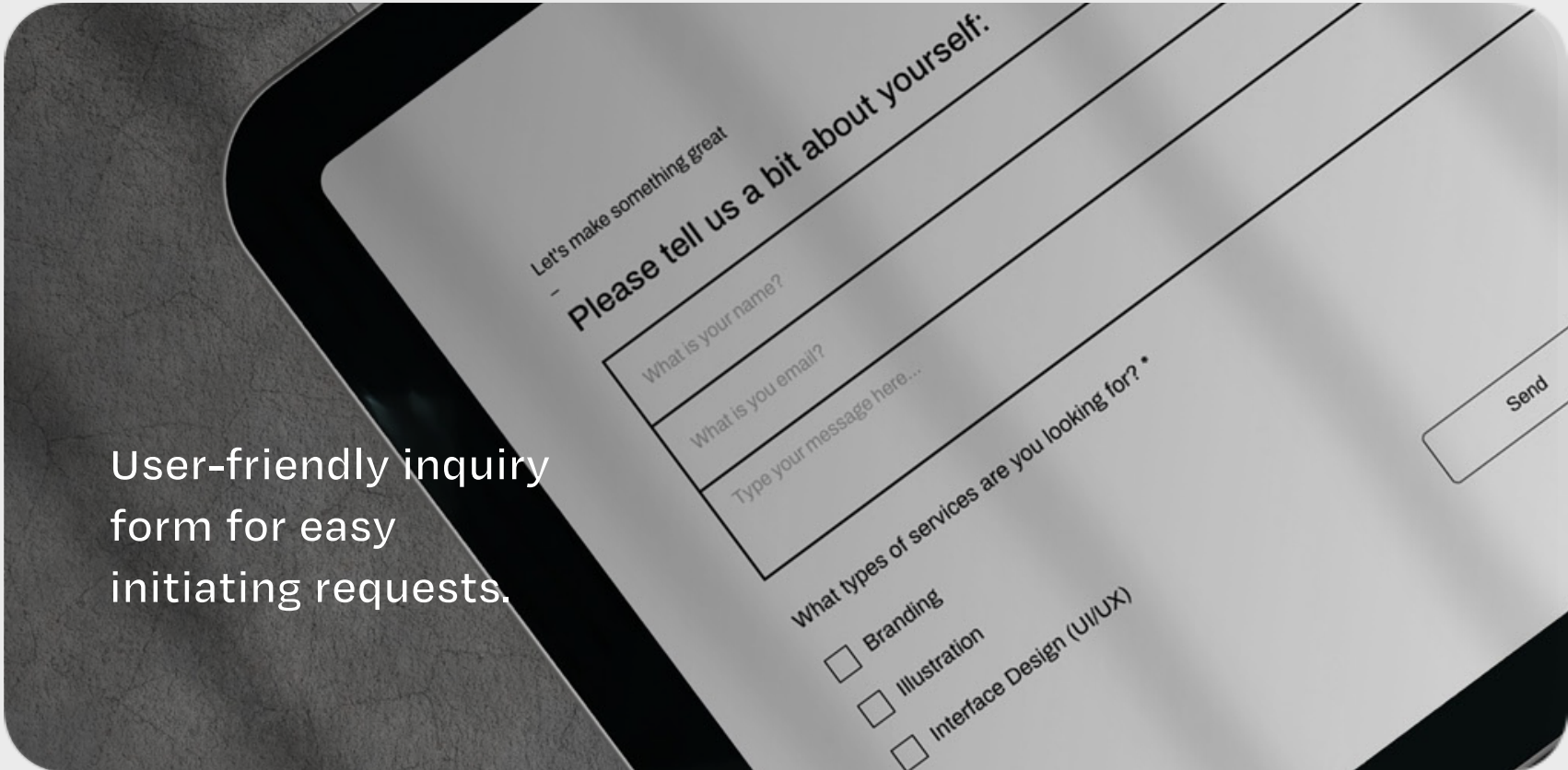
A universal "HIRE US" call to action on every page for seamless engagement



Homepage

Solution

Maximized homepage impact with stunning illustrations and compelling "HIRE US" CTAs



User-friendly inquiry form for easy initiating requests.

Focus

Mobile-first design for optimal user experience.

Highlights

Showcasing our best-of-the-best portfolio



Portfolio Page

Unlocking Success Post-Launch

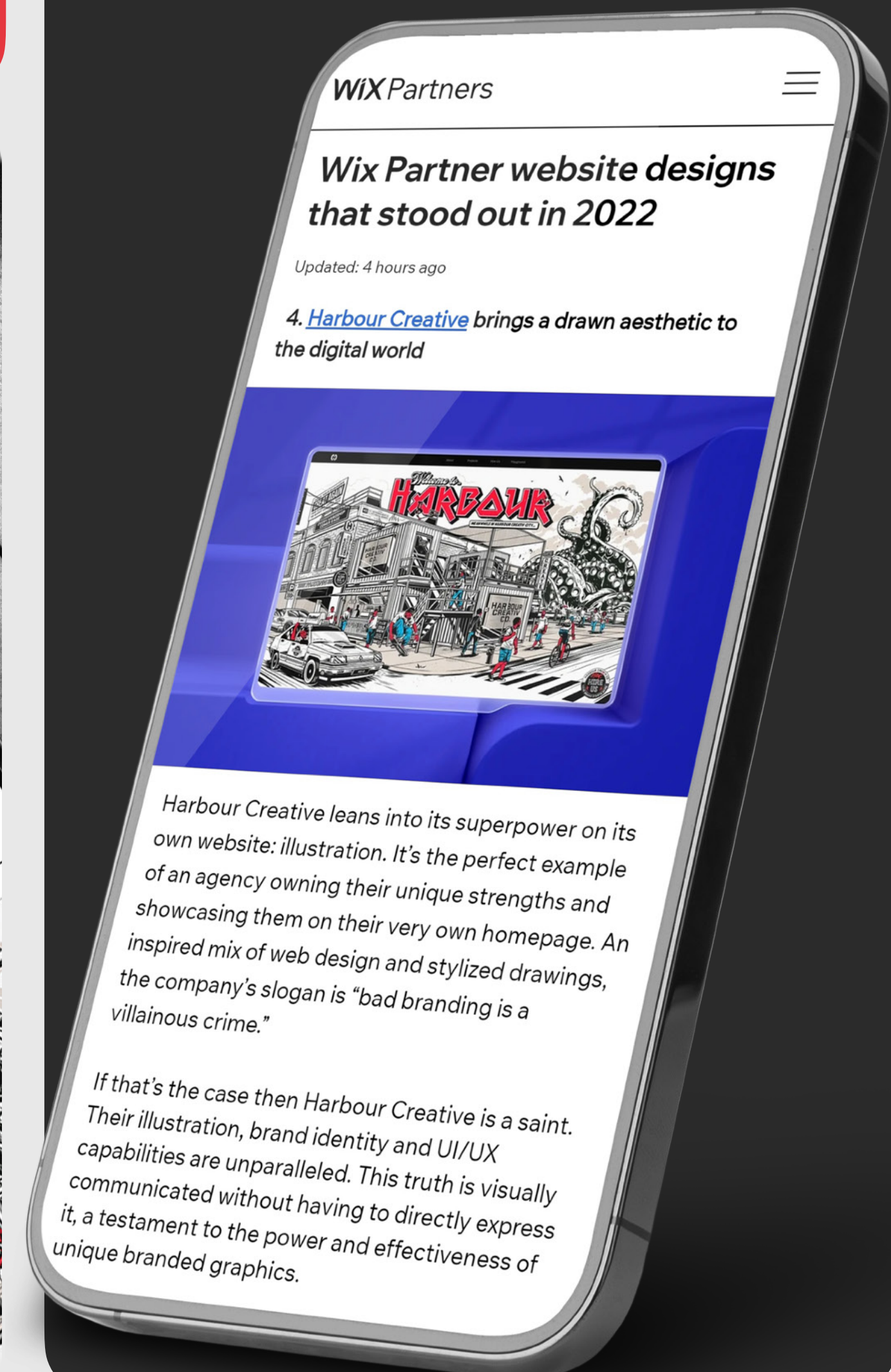


Successfully obtained
NFT illustration projects
through the website's
built-in form worth

RM70K

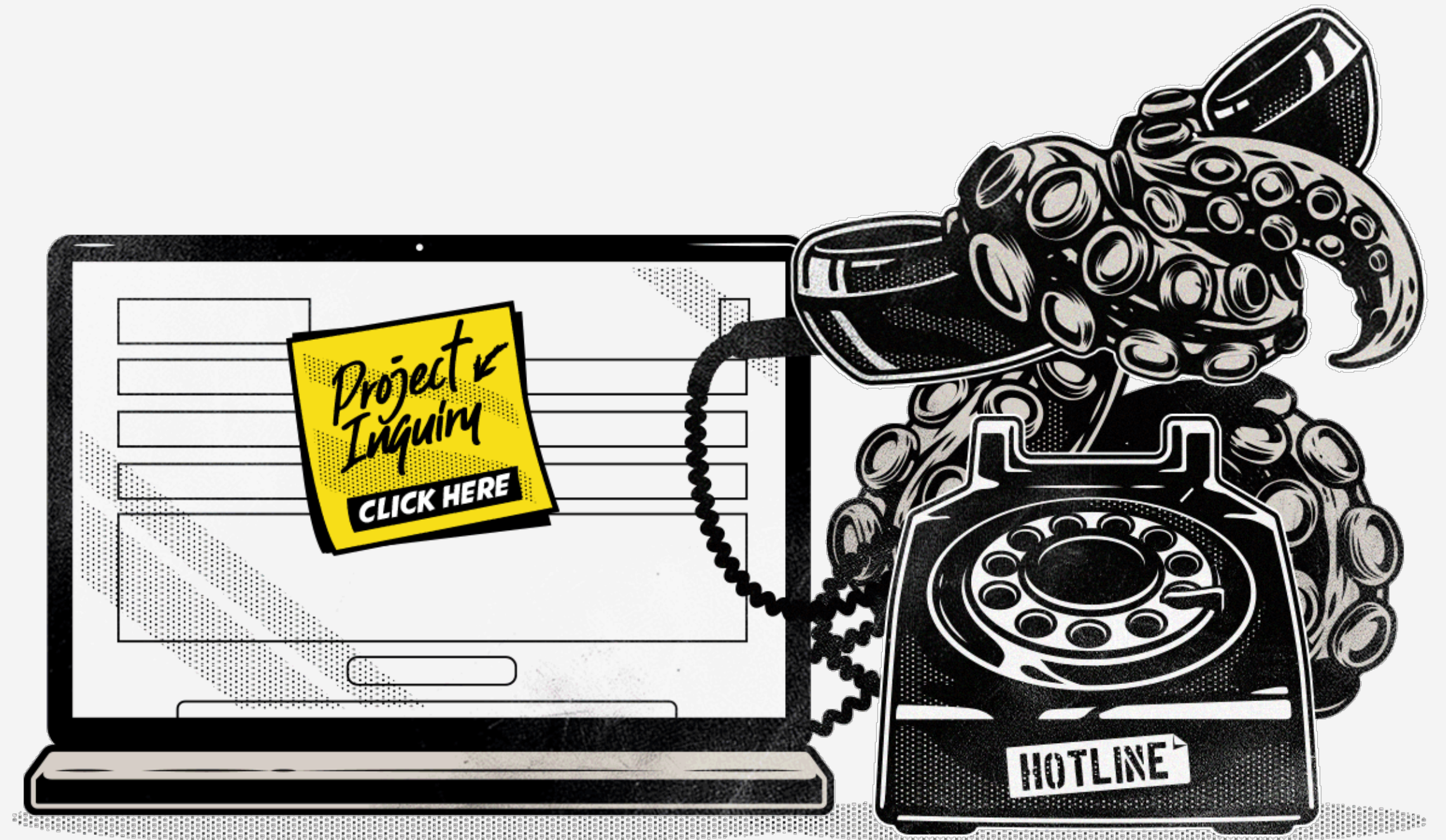
Featured as website
inspirations

Recognized in
**"Wix Partner website
designs that stood
out in 2022"**



TAKEAWAYS

- Establishing an online hub significantly boosted visibility, contributing to a 50% increase in sales.
- Shifting from direct messages to a centralized website form streamlined client interactions and enhanced professionalism.
- Showcasing stunning illustrations and prominent calls to action on the homepage led to increased user engagement and secured high-value projects.
- Being featured as a website inspiration and recognized in industry showcases underscored the studio's impact and standing.
- Collaborative efforts, including interviews and design sessions, in the project's success.
- Prioritizing mobile-first and responsive design principles showcased a commitment to delivering an optimal user experience across all devices.
- Securing RM75K in NFT illustration projects through the website's form demonstrated tangible business opportunities arising from the enhanced online presence.



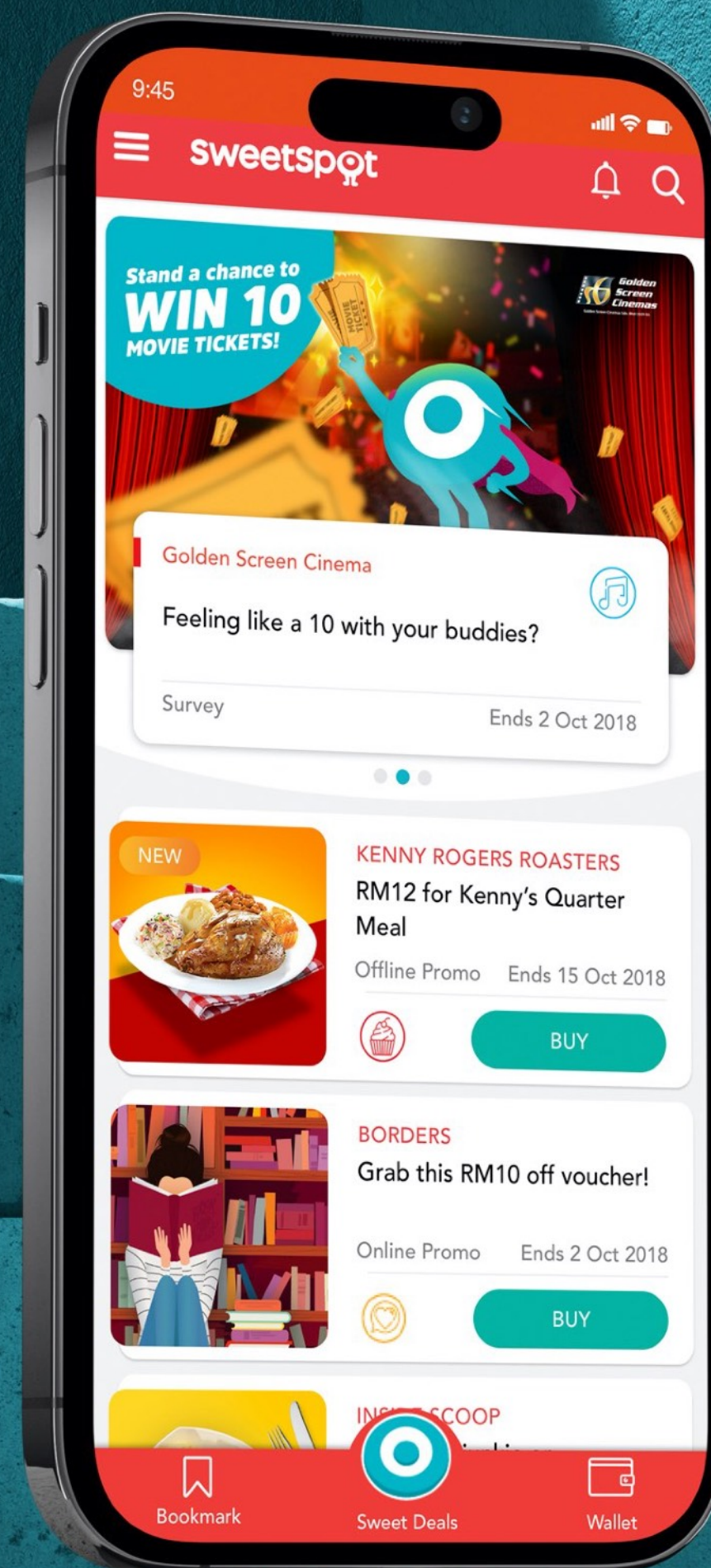
SWEETSPOT APP



Preview

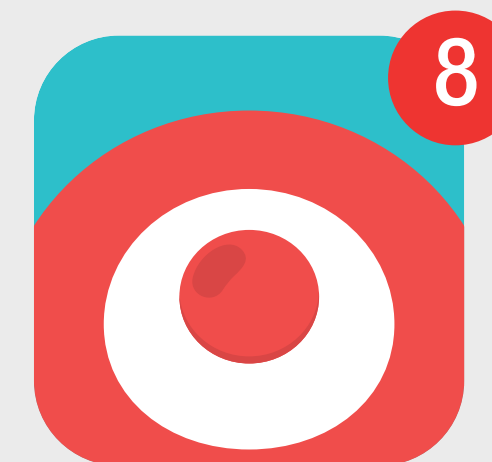
Redesigning the SweetSpot App

SweetSpot, a versatile Engagement Platform, faced challenges—low order conversion and an outdated application design.



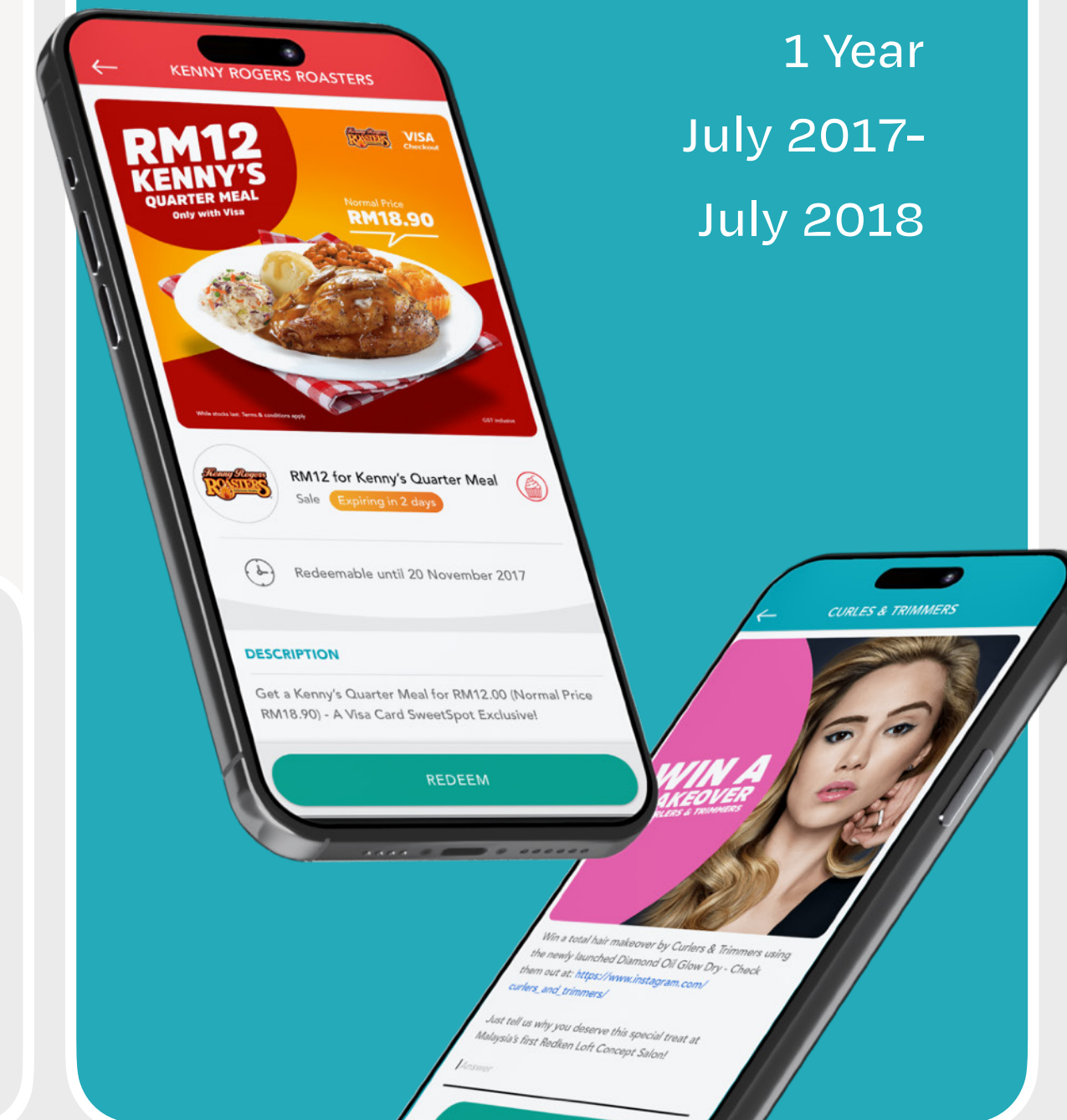
Achievements

A comprehensive redesign addressed critical pain points, significantly enhancing the user experience and business module.

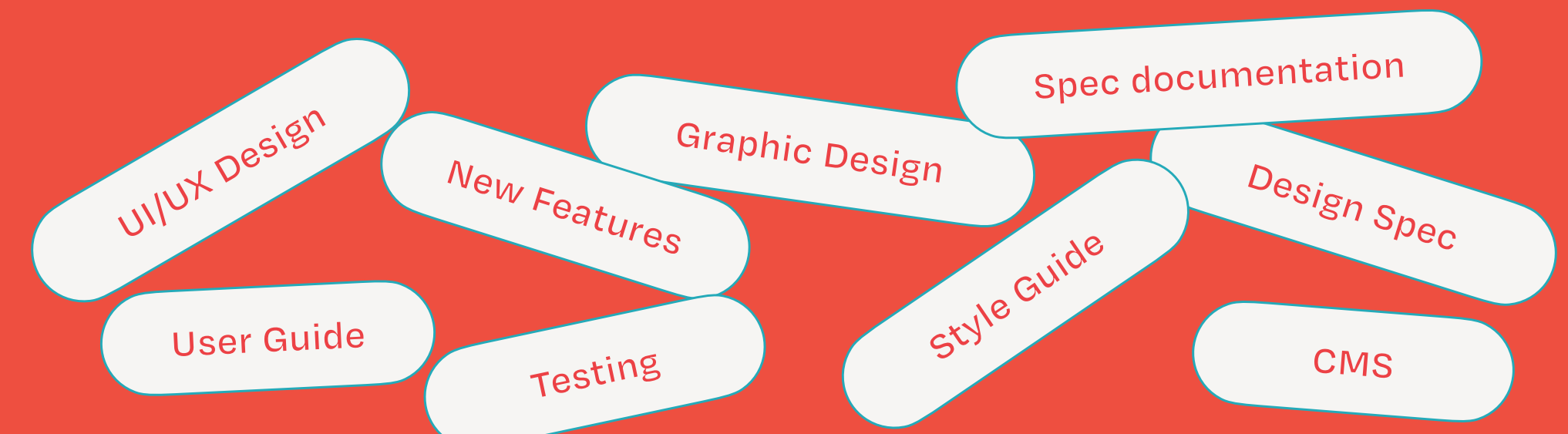


Project Timeline

1 Year
July 2017-
July 2018

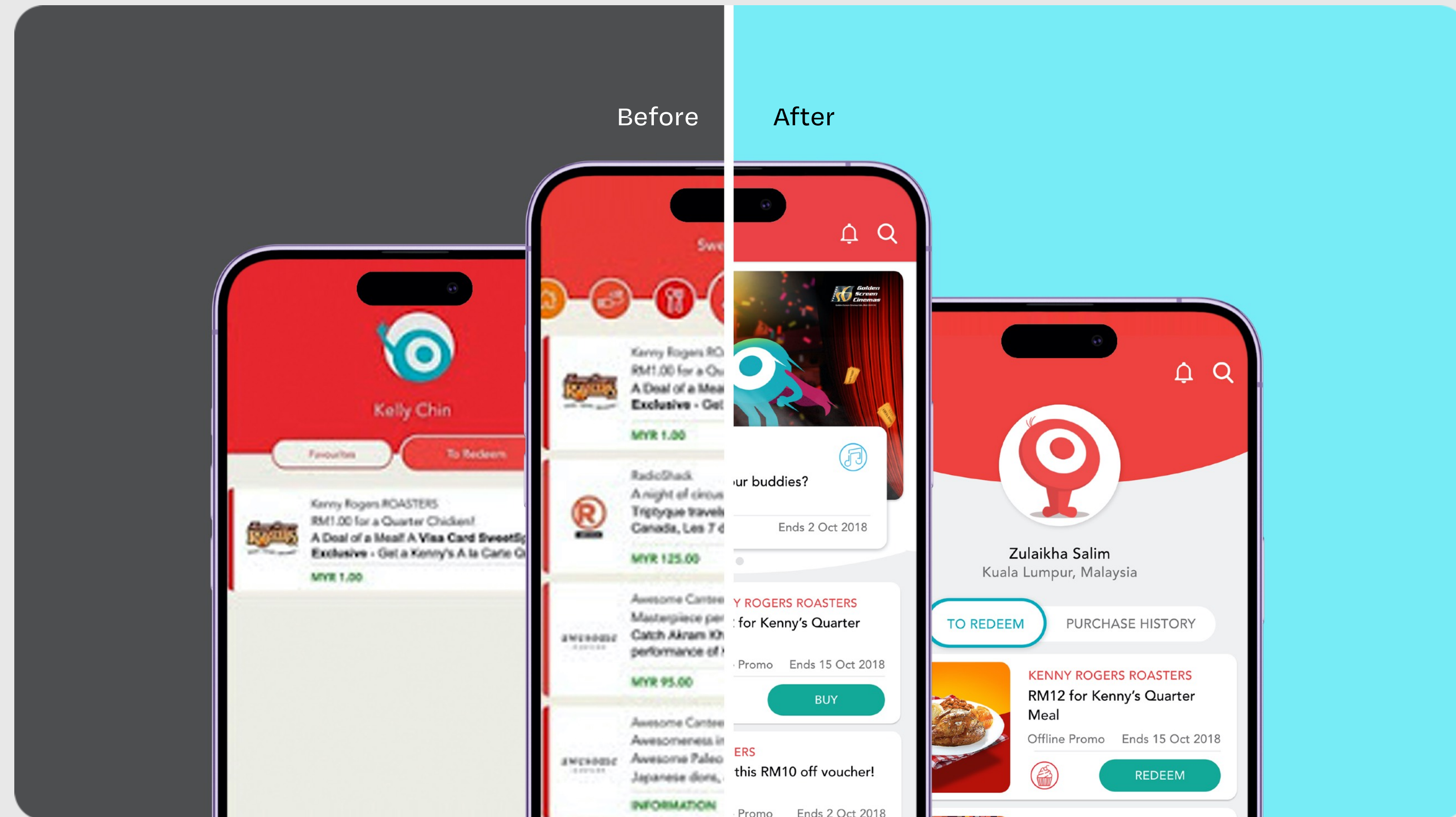


Main Task and Challenges



Project Kickoff

- Why do we feel the Sweetspot product needs attention?
- What are the pain points that need to be addressed?
- How can we redesign or enhance the product to align with current user expectations?



User Research

- Benchmarked through competitor analysis
- Delved into forums and review sites to measure user sentiments



Findings

Sweetspot was identified as falling behind with a dated design, feel it was a bit old-fashioned and harder to use.

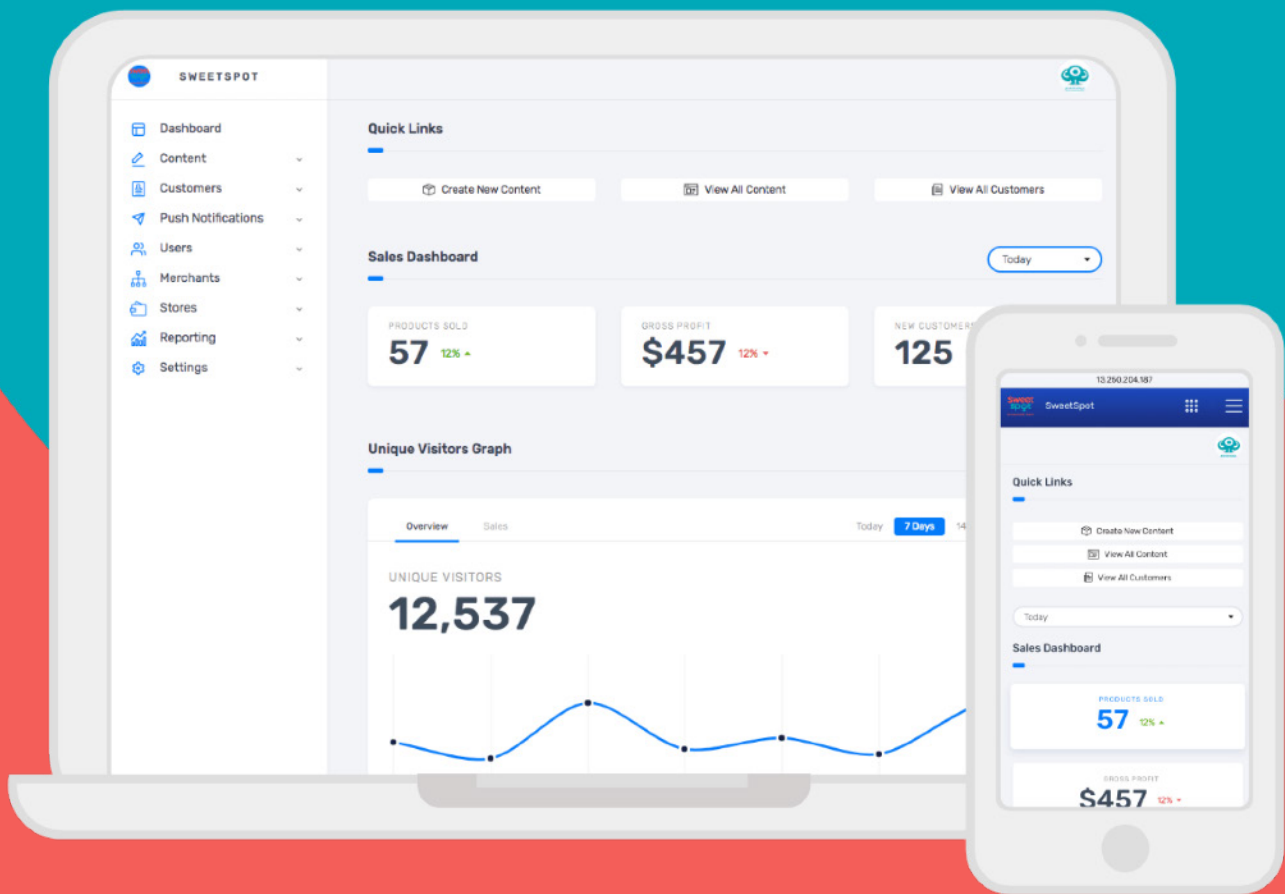


Conducted with 5 diverse testers, validating user research findings. Emphasis on:

- Visual design
- Engagement improvements
- Redemption process.

Impact

In Q2, 2018, SweetSpot transitioned from software as a Service (SaaS) to B2B White-Label Solution



Tourism

Human Resource

Telemedic

Loyalty

Corporate

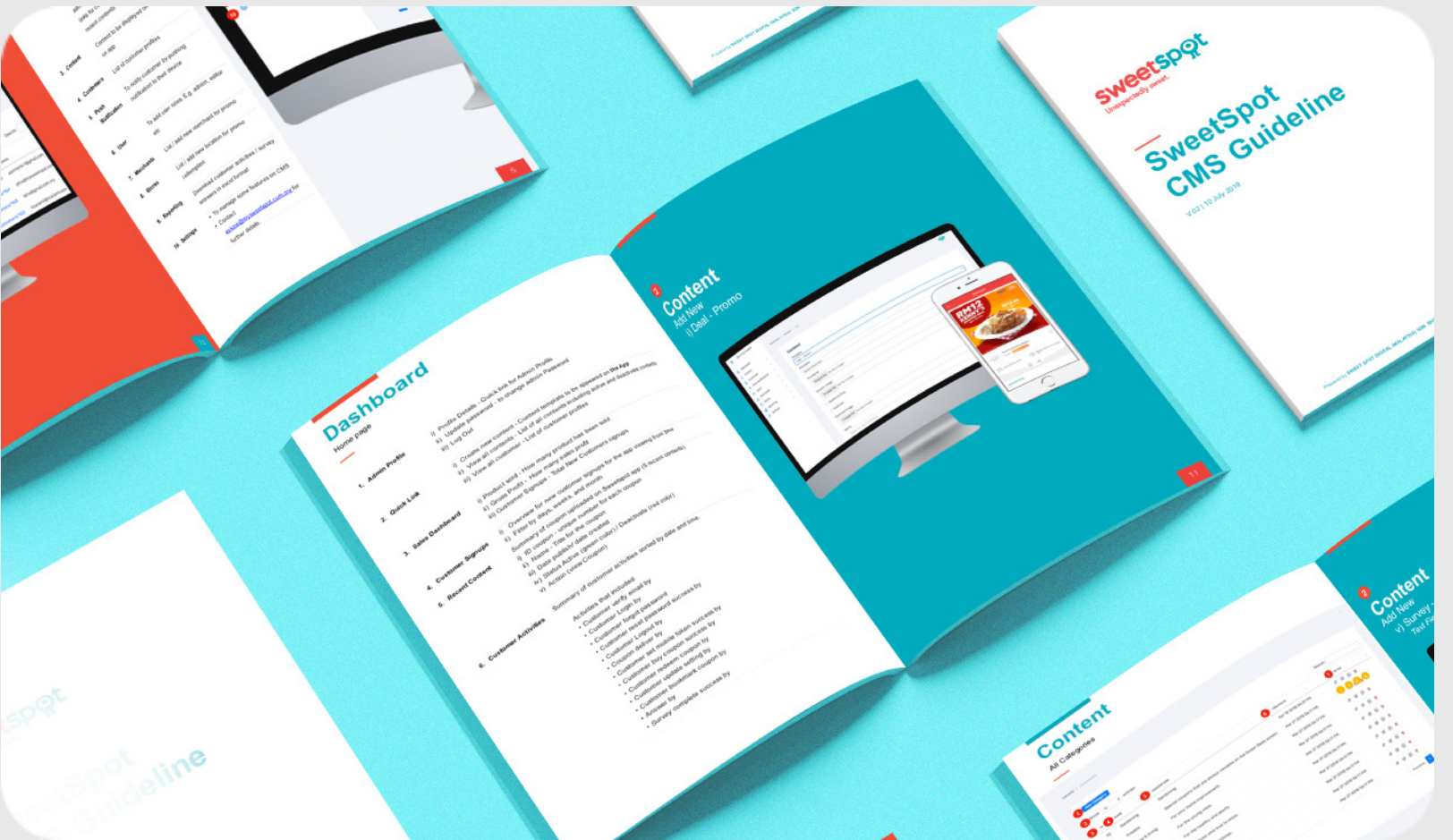
Data Analytics

Additional Case: From SaaS to B2B White-Label Solution

Crafting User-Friendly
Guidelines for SweetSpot's
CMS



Distribute to
8 Apps



Result

- Smoother product showcases to clients.
- Enhanced communication between backend and frontend teams.

Climax

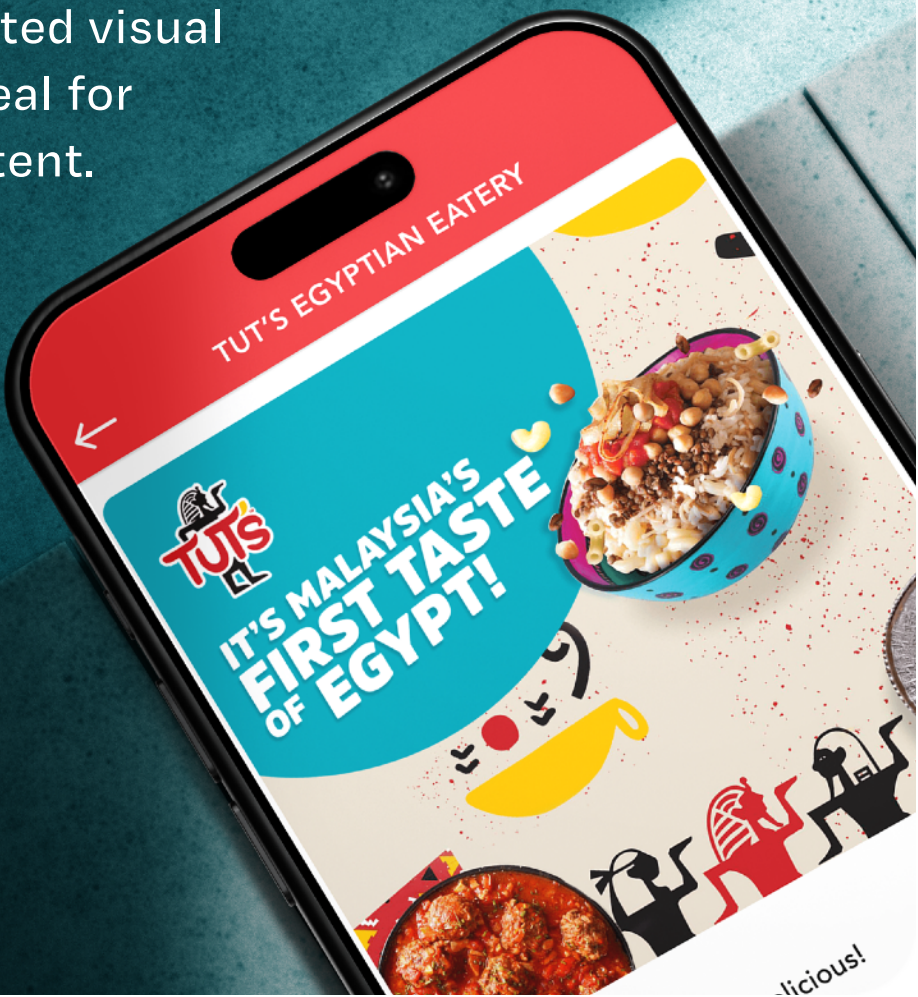
Implementation of Solutions

- Team-approved designs aligned with Heuristic Evaluation.
- Collaborative efforts for a cohesive and user-friendly design.
- Testing with representative users.



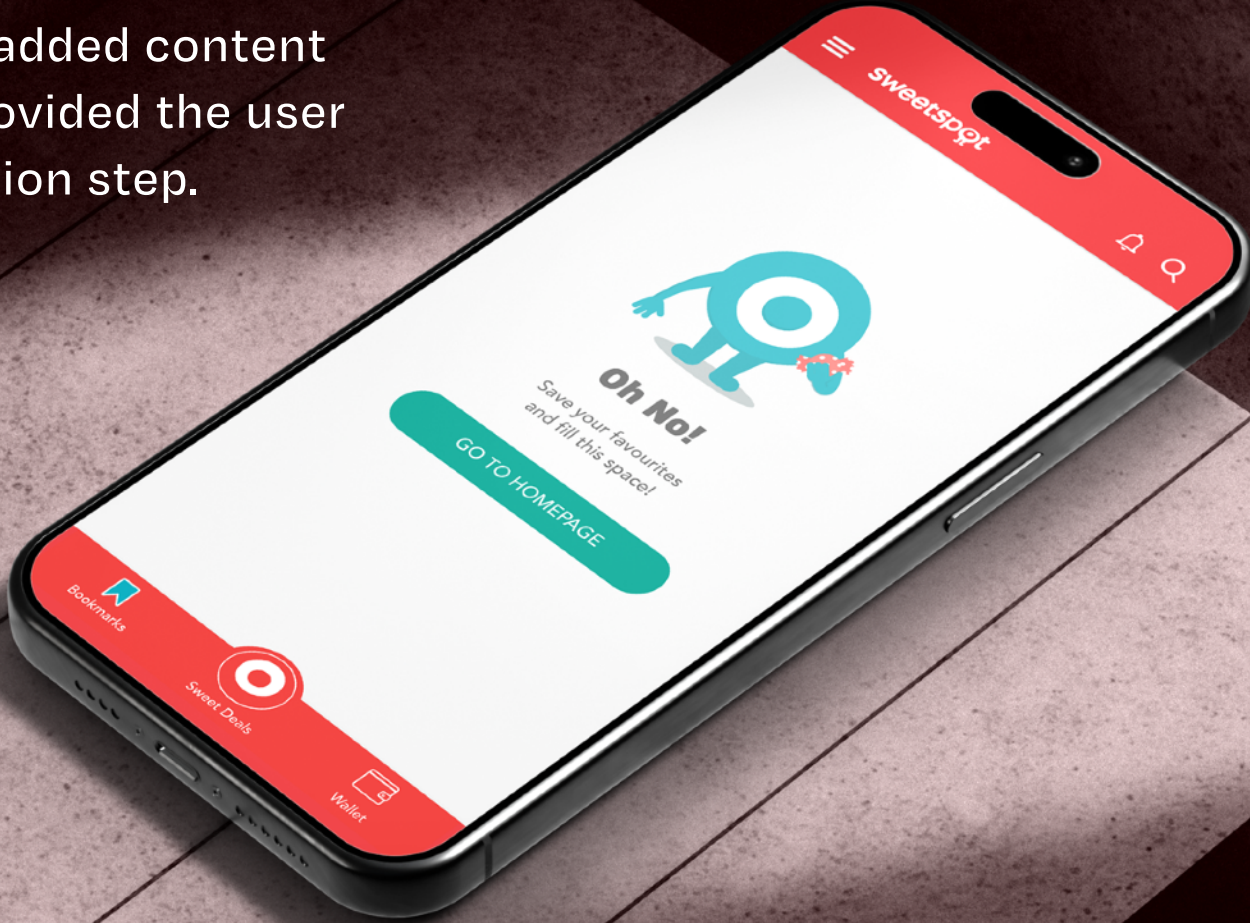
Visual

Crafted visual appeal for content.



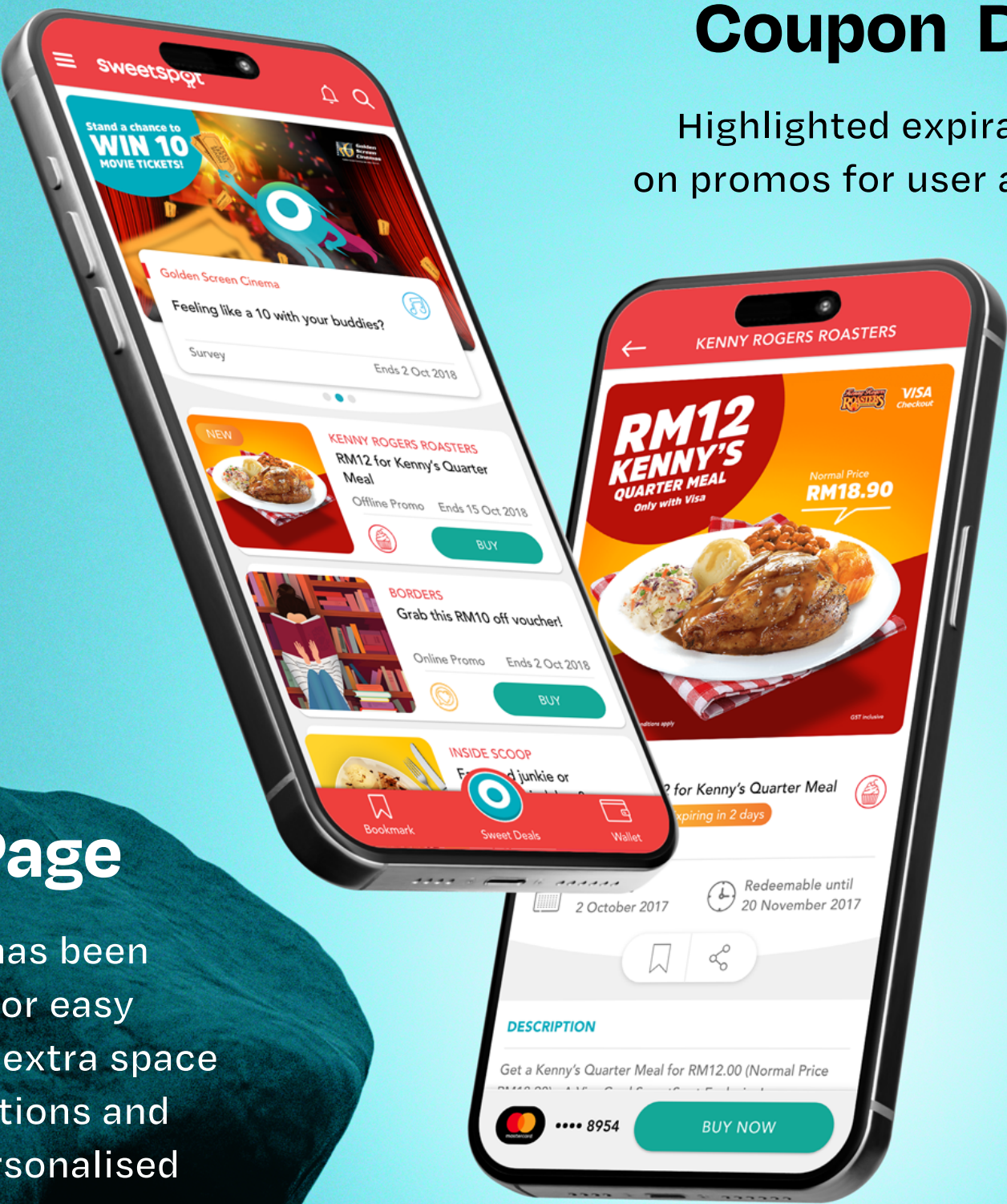
Empty State

It not only added content but also provided the user with an action step.



Coupon Details

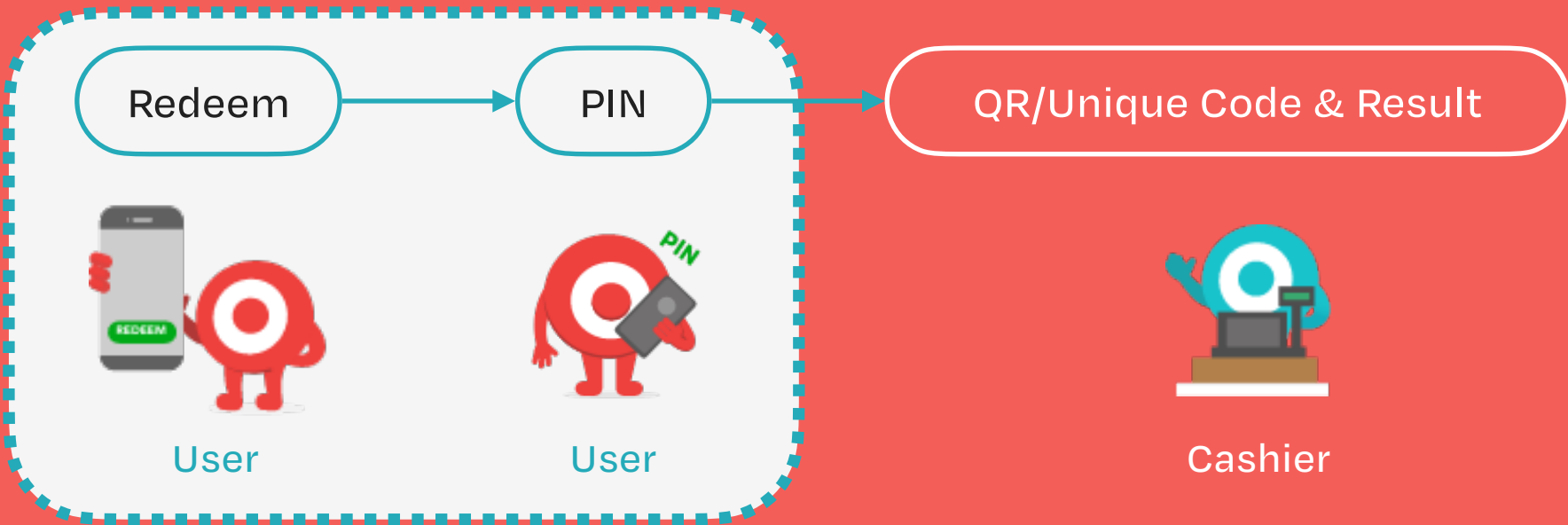
Highlighted expiration dates on promos for user awareness.



Main Page

The menu has been simplified for easy navigation, extra space for notifications and curated personalised coupon.

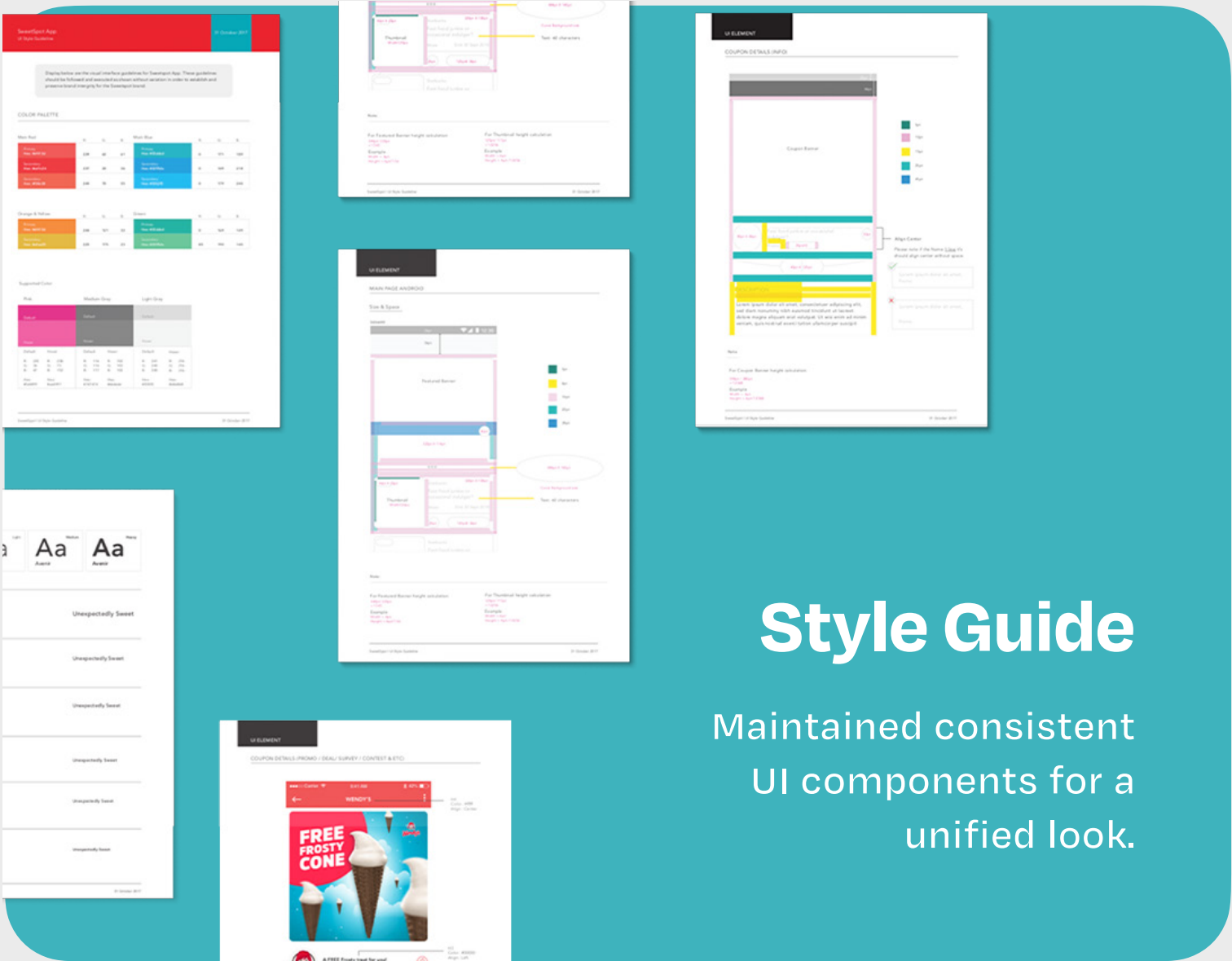
Improvement in Redemption Flows



Action

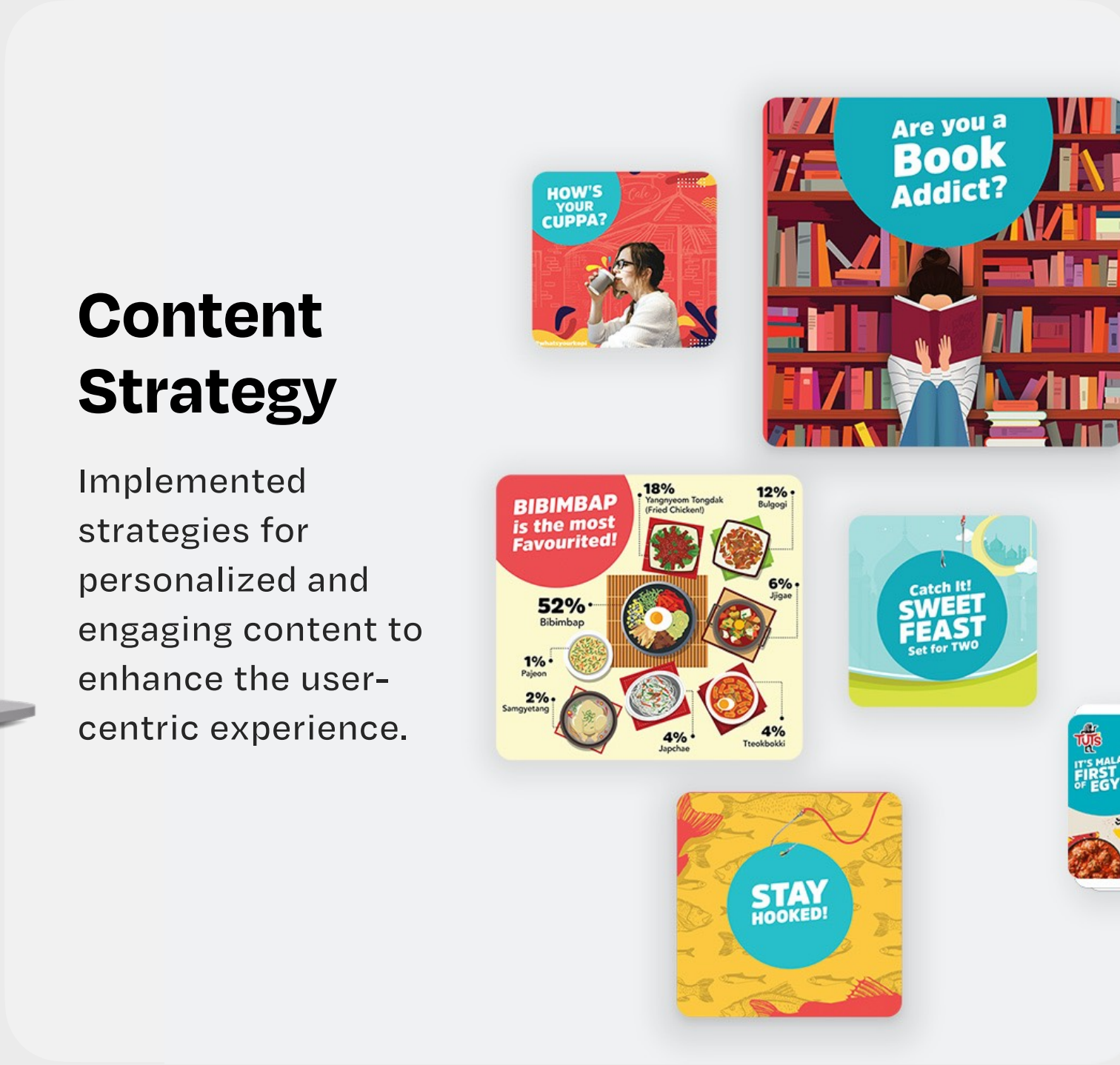
In the process of revamping the Sweet Spot app, we strategically addressed content to ensure a user-centric experience

- Information Architecture
- Wireframe
- Lo-fi Prototype



Style Guide

Maintained consistent UI components for a unified look.



Content Strategy

Implemented strategies for personalized and engaging content to enhance the user-centric experience.

Product Specification

Detailed project roadmap for clarity on app functionality and appearance.



KEY LESSONS



Understanding Users

User testing with a diverse group taught us key lessons: users value personalization, visuals make a lasting impact, and a simple process is crucial for satisfaction.

Team Collaboration

Embracing diverse perspectives in feedback sessions became our superpower. The outcome, a final product that was not only user-friendly but also team-approved.

Smooth Handoff

A detailed spec document and organized assets made the transition smooth, proving the power of simplicity in project management.

Testing Dynamics

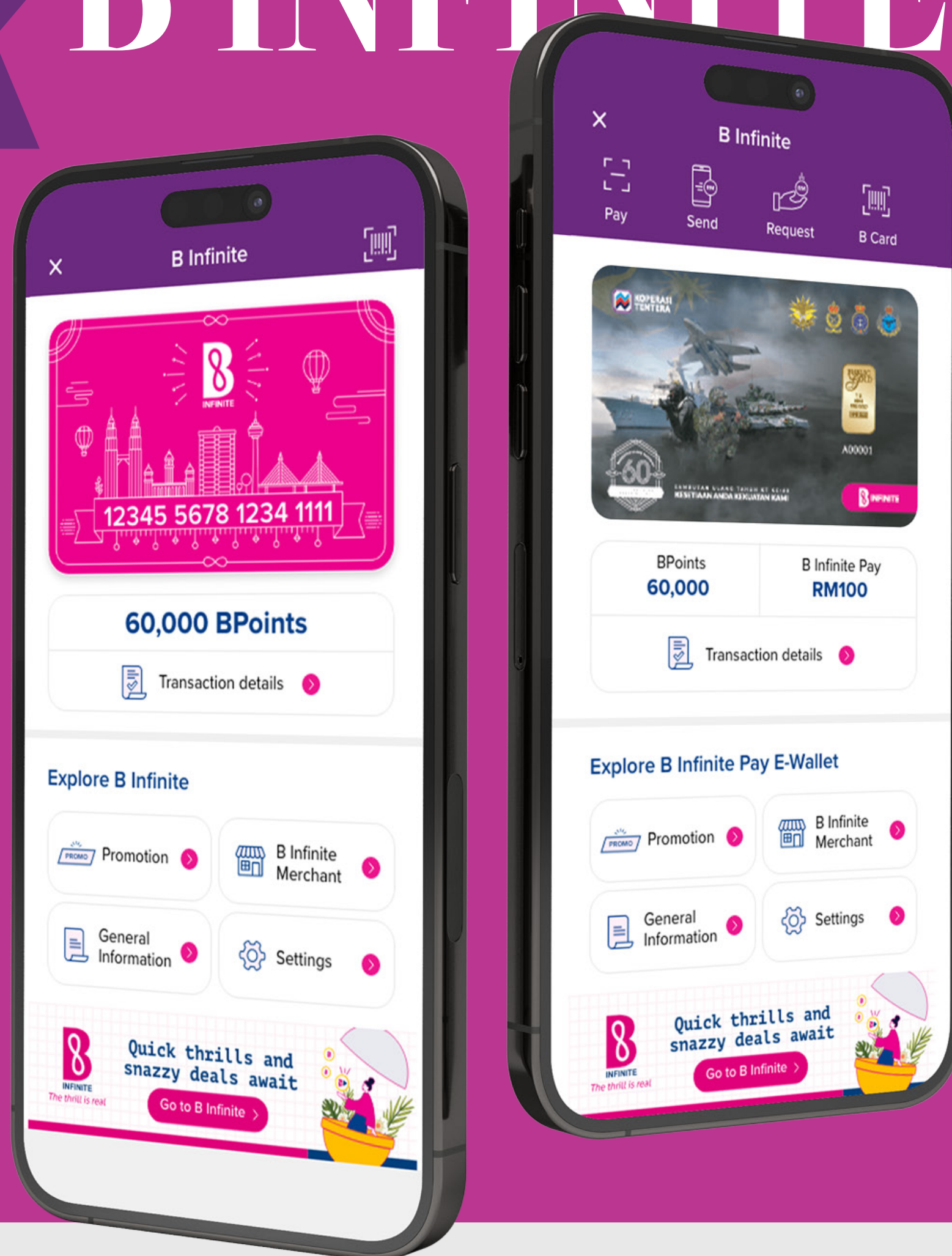
This dynamic approach emphasized the importance of early issue detection (QA) and thorough double-checking before deployment (QC).

Continuous Improvement

Sweet Spot's journey wasn't a one-shot deal; it was a commitment to constant improvement. Every challenge turned into a chance to refine, enhance, and elevate the user experience.

KOPERASI TENTERA X B INFINITE

Binfinite operates as a Loyalty Platform, providing brands to engage with potential customers, loyalty, and brand equity.



While Koperasi Tentera or KT has progressively transformed from a military thrift and loan co-operative into one of the nation's leading credit co-operatives.

Requirements

- Design UI
- B-Infinite Pay (e-Wallet) integration into Koperasi Tentera App & Web
- B-Loyalty Card Solution
- Loyalty Program

Timeline

August 2020

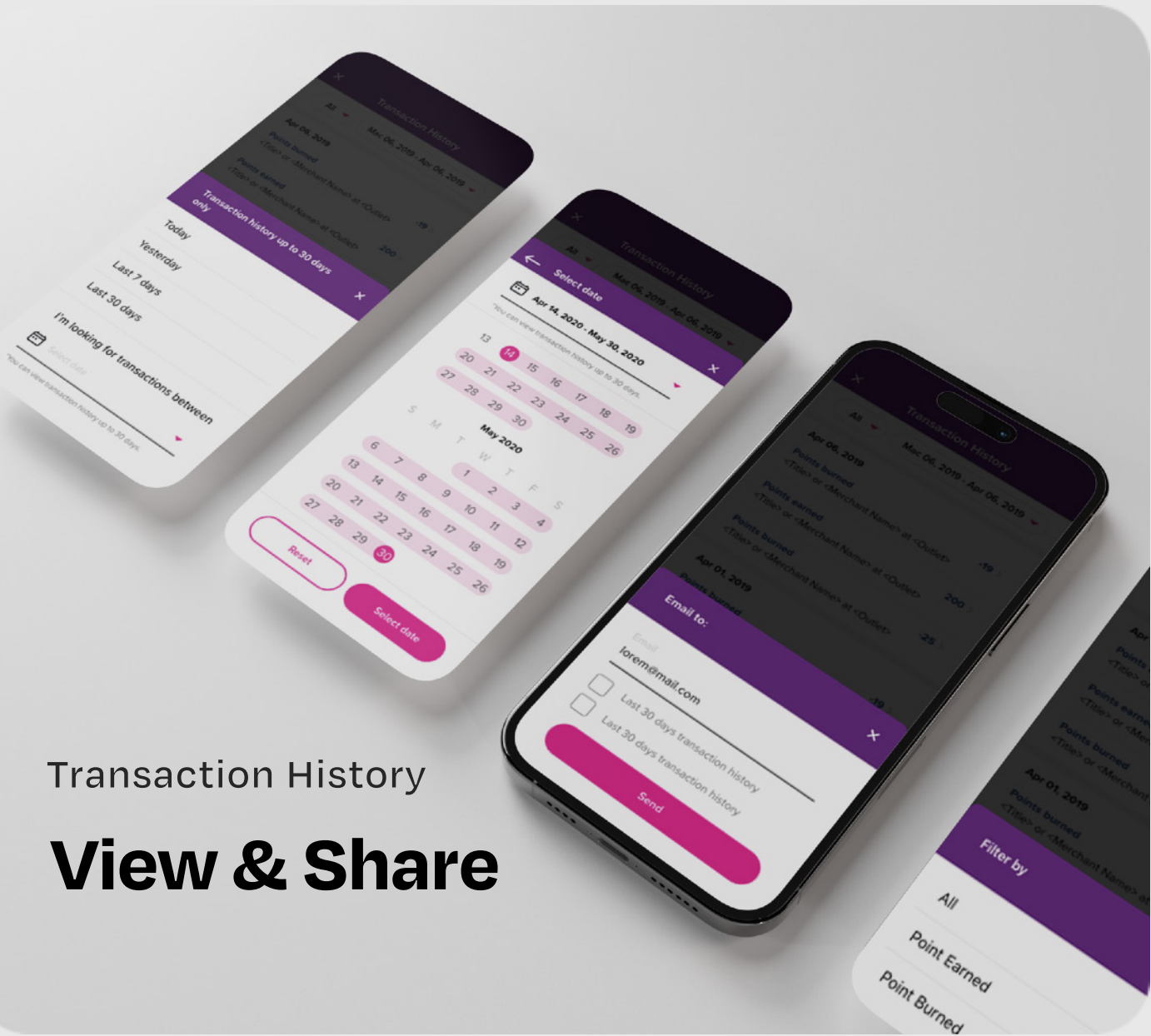
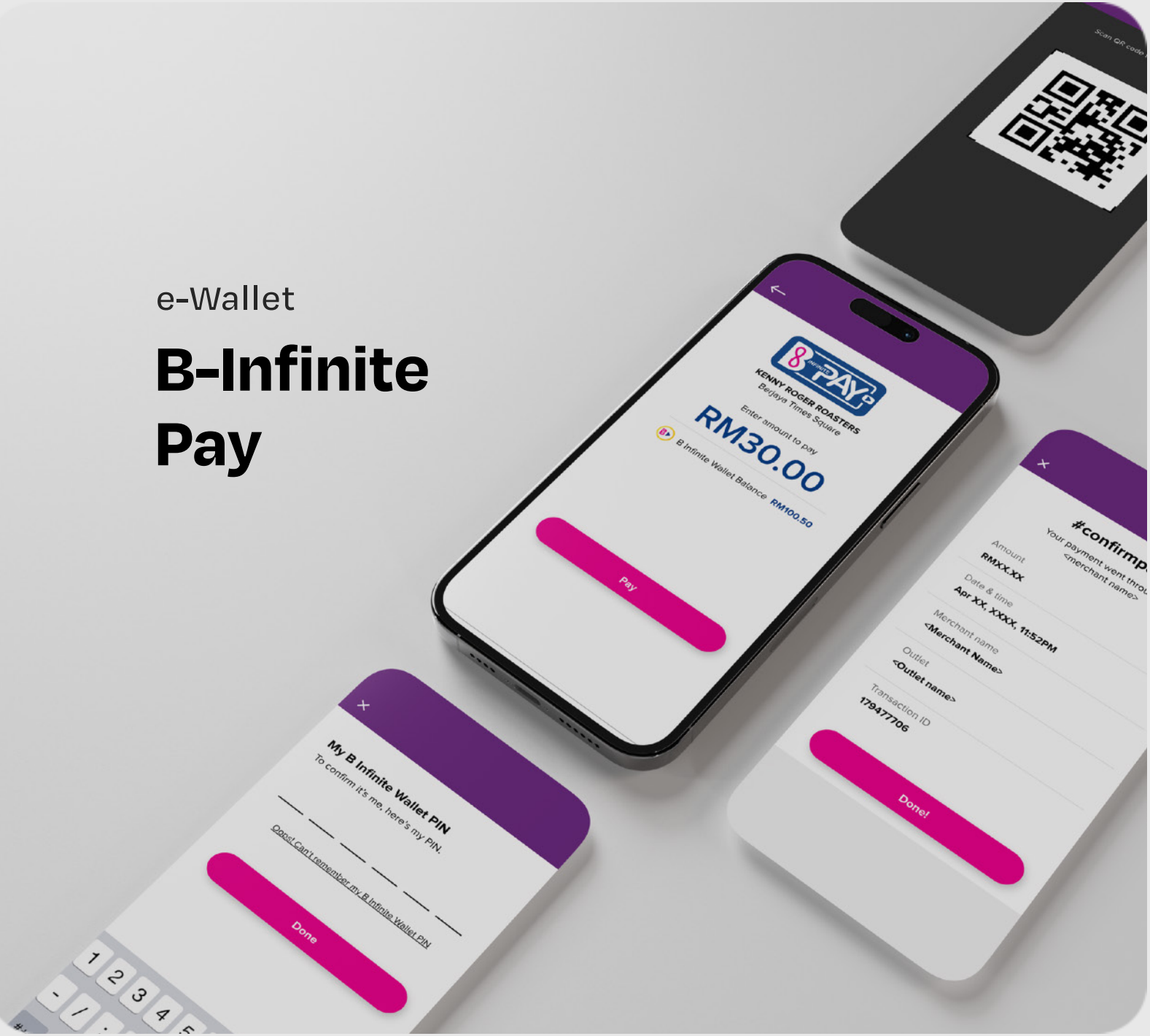
3 Weeks



Integrated B-Infinite
Pay into Koperasi
Tentera App & web
Application

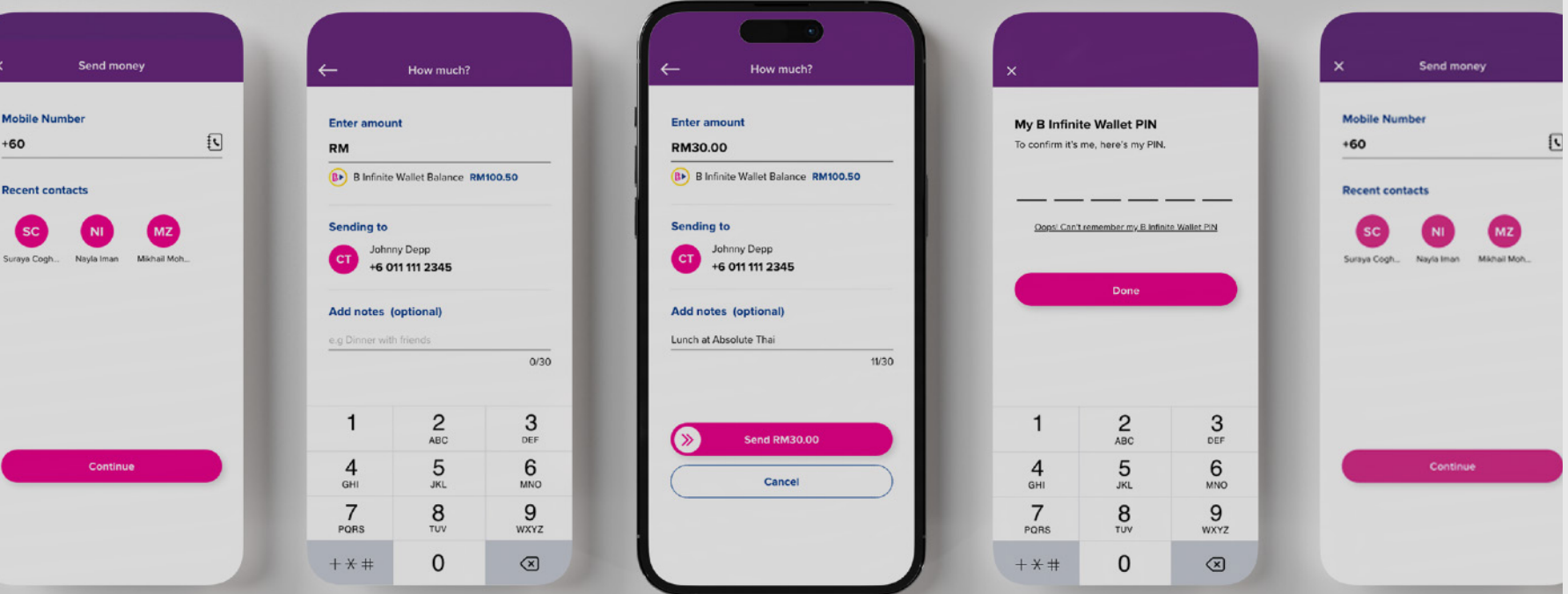


e-Wallet
**B-Infinite
Pay**



Transaction History
View & Share

e-Wallet
Send Money



cintamauve.com

Cinta Mauve

Requirements

- Logo
- Web Design and Development
- Invitation Card Design Template
- Social Media Post

Timeline

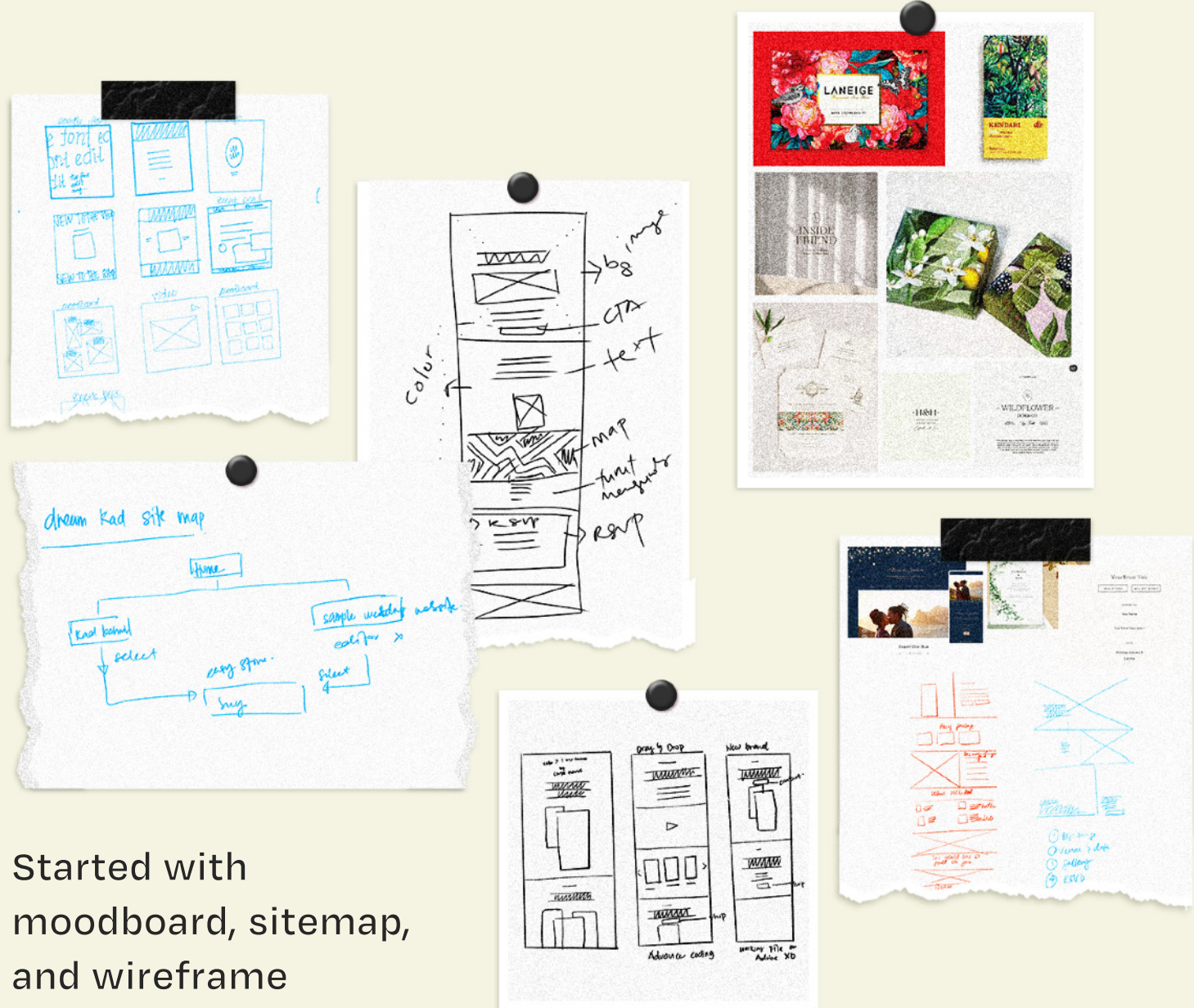
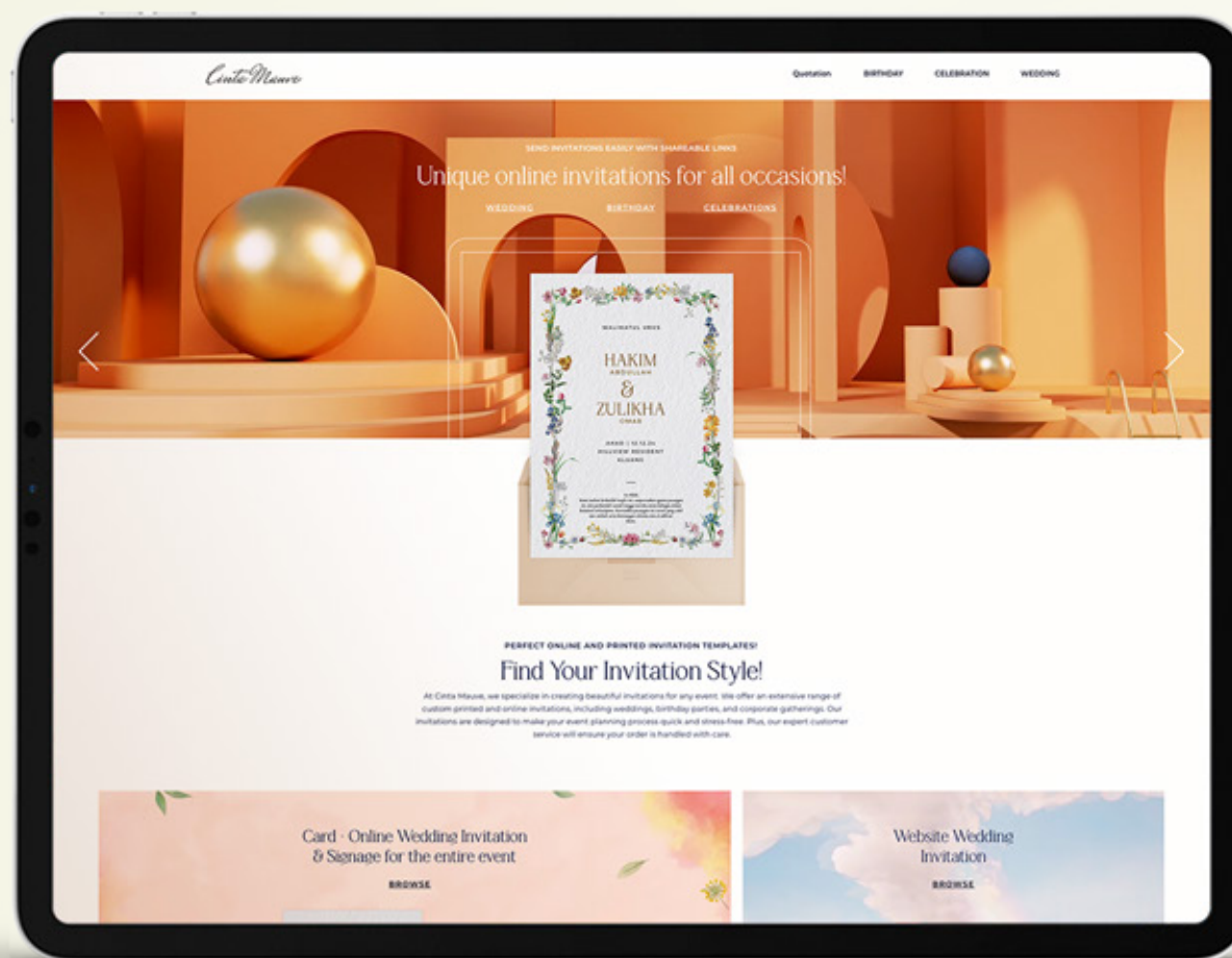
Nov 22 - February 23

4 Months

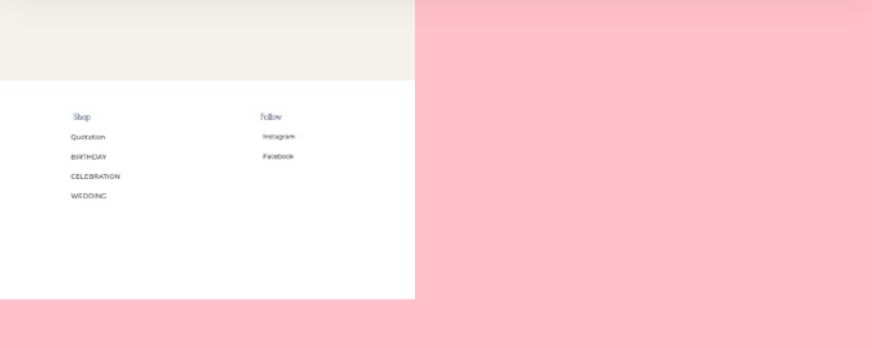
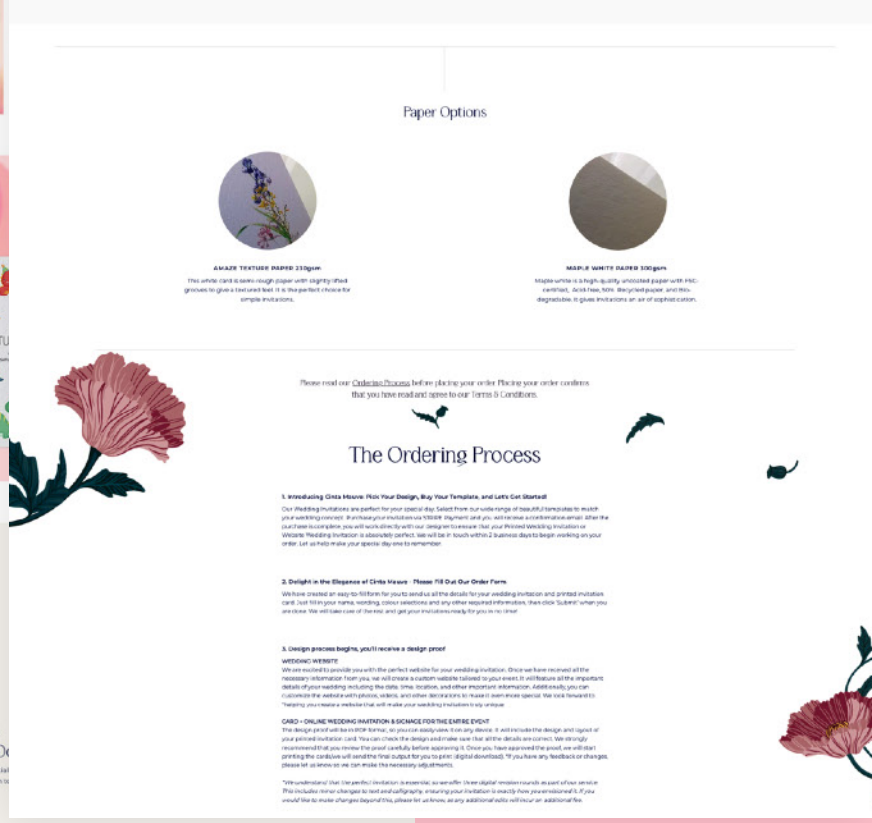
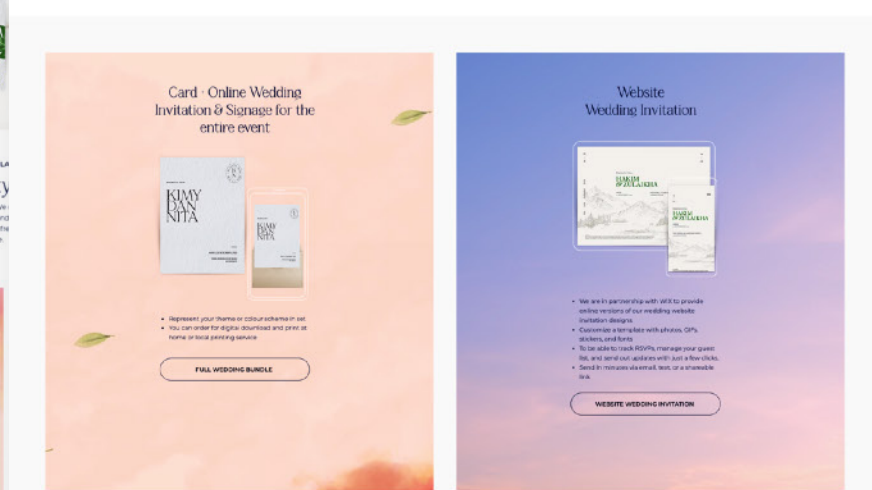
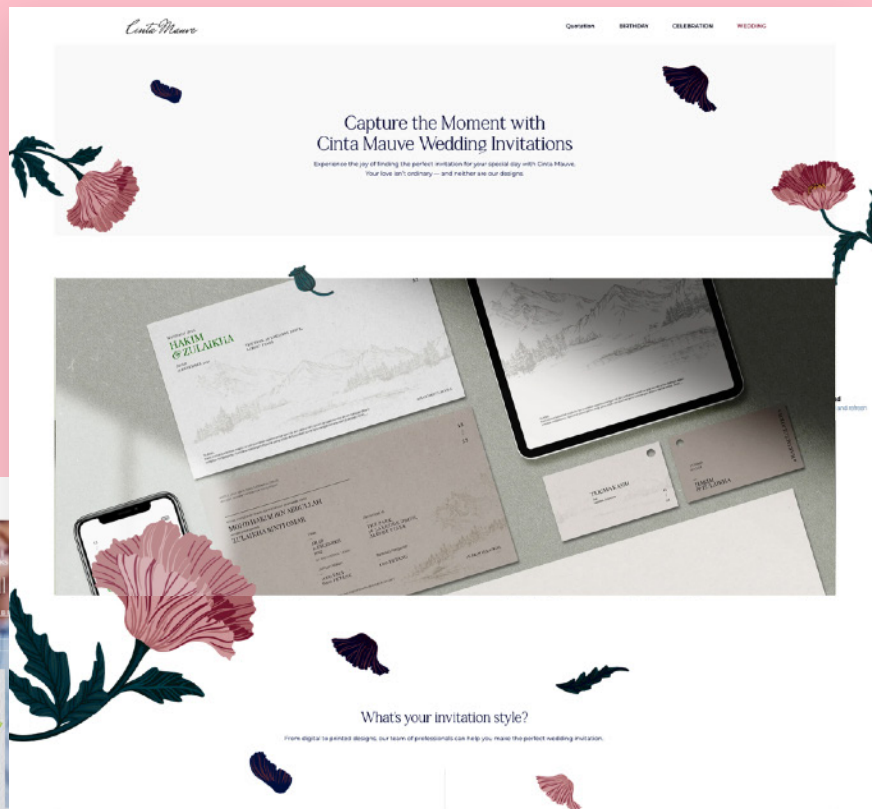
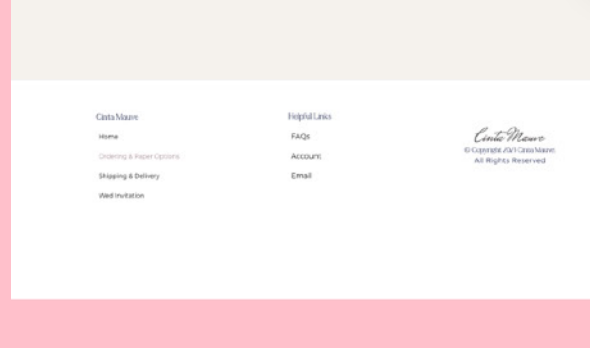
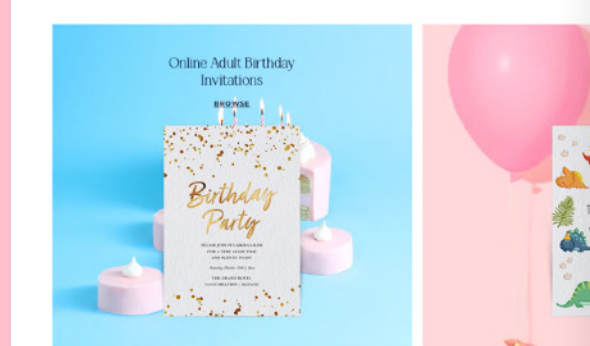
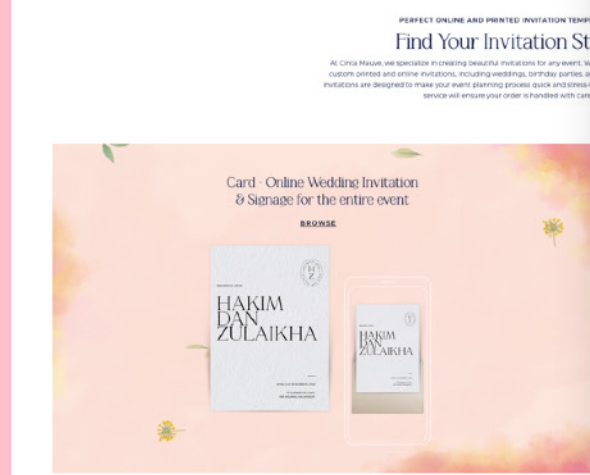
Started with moodboard, sitemap, and wireframe

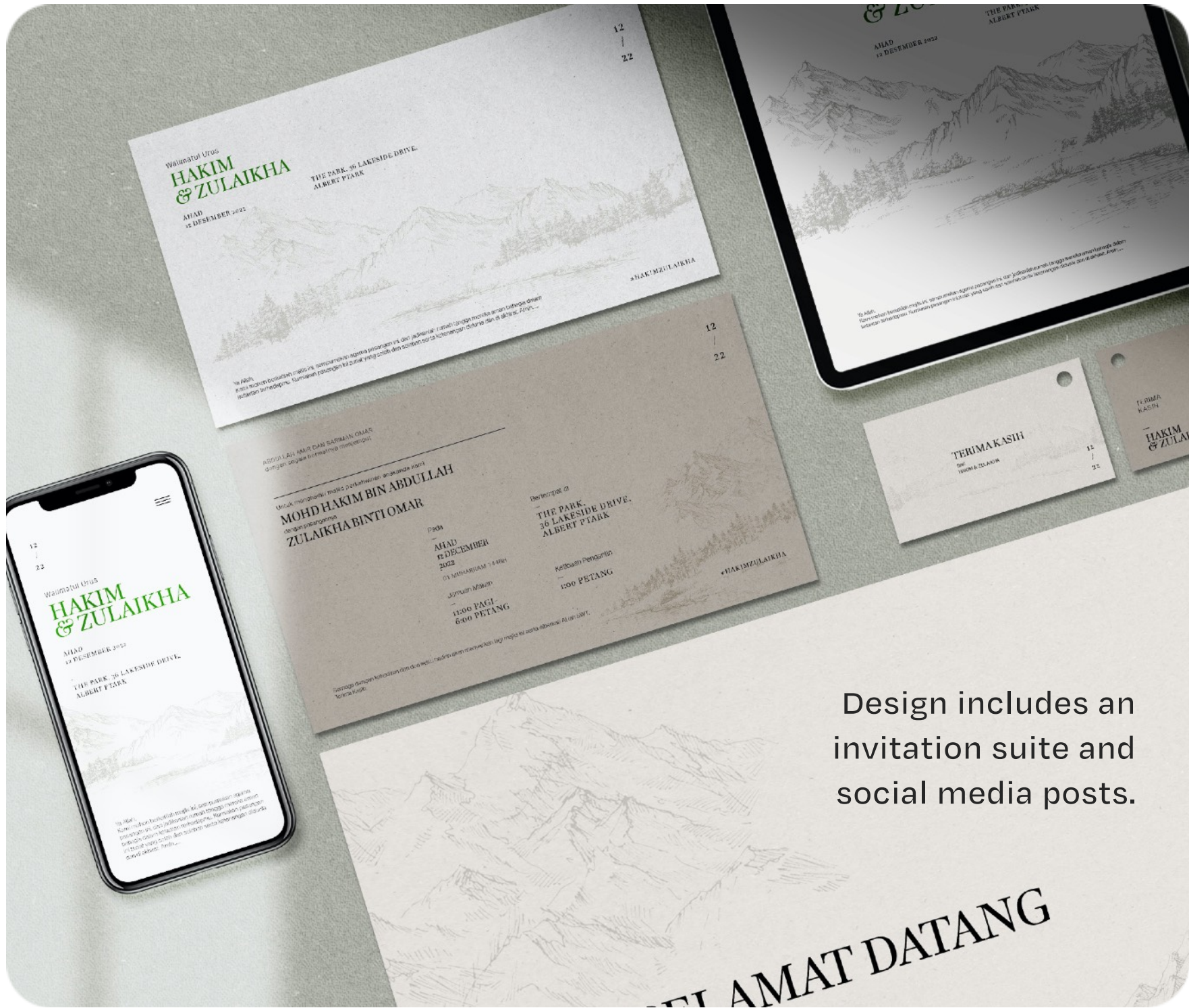
Create a form to request a quotation.

Design for both mobile and desktop platforms.



Create and construct UI layout using a web builder.





Design includes an invitation suite and social media posts.



Welcome Board Design



Invitation Card Design



KOPiPUff HOUSE BAKERY & CAFE

Branding

- Logo & Collateral
- Poster



KopiPuff House on Main
*Classic,
Robust,
Nostalgic.*

*A taste of tradition our Kopi Kampung—
pure, unadulterated pleasure in every sip.*



www.kopipuffhouse.com

KOPiPUff
HOUSE BAKERY
& CAFE

KopiPuff House on Main
*Freshly made
Kari Pap*



Served all day, every day.

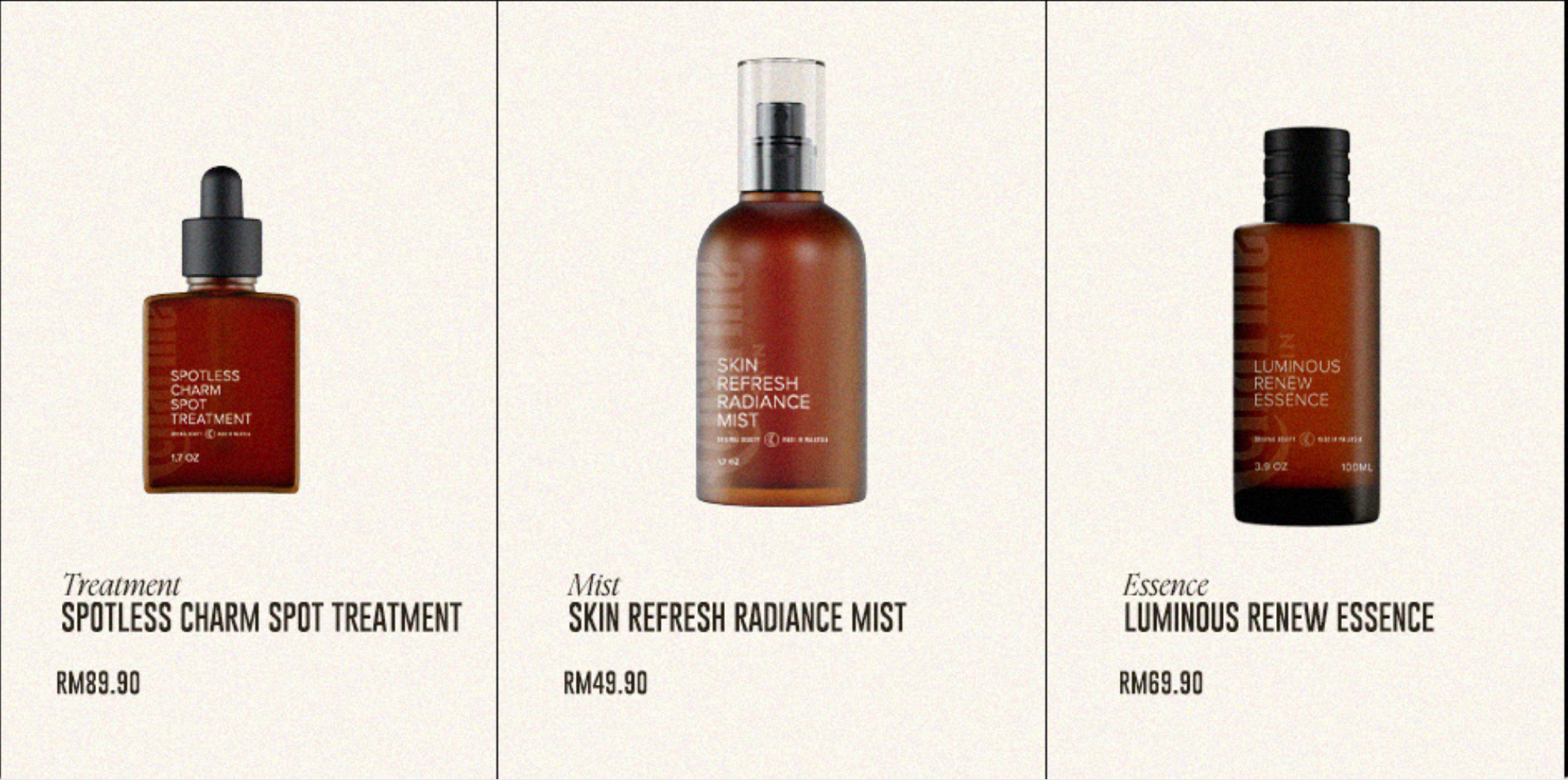
www.kopipuffhouse.com

KOPiPUff
HOUSE BAKERY
& CAFE



CHARME SKIN

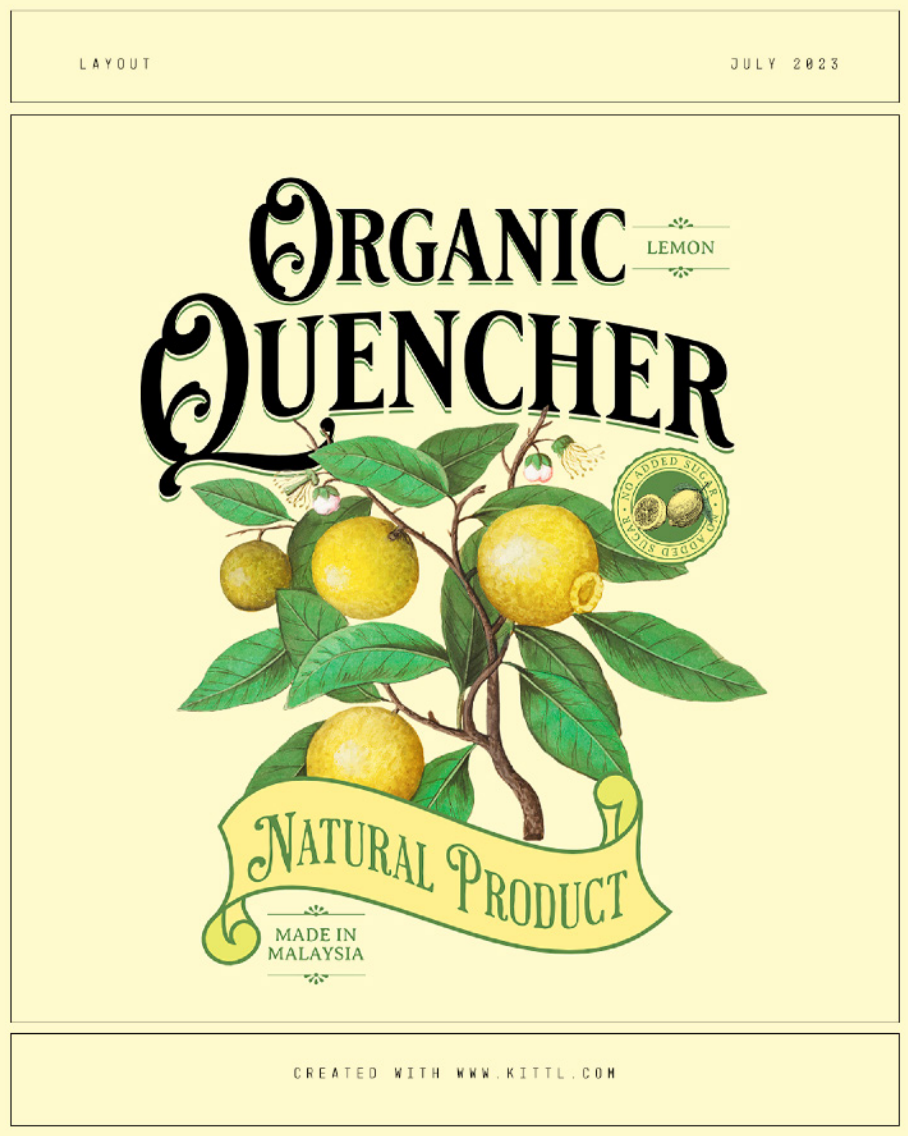
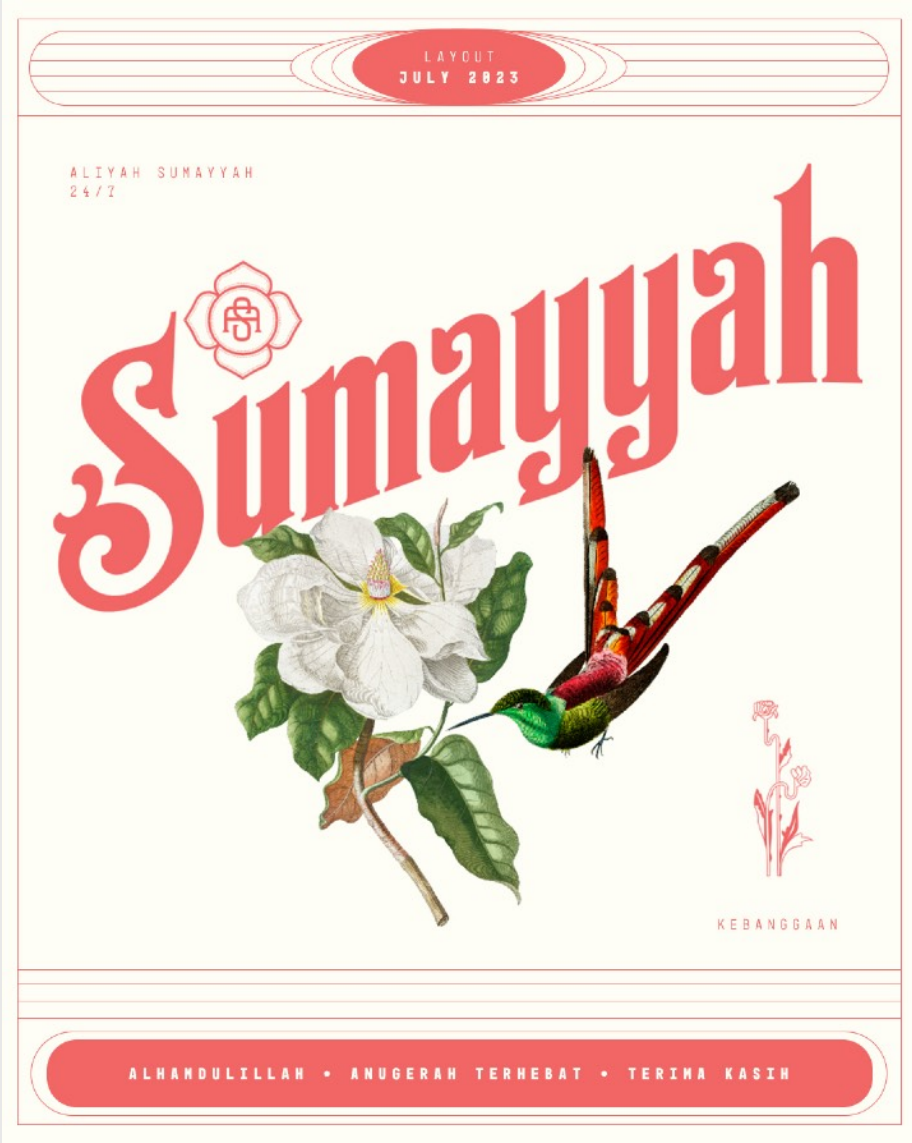
- Logo
- Packaging
- Social Media
- Web Design





TANABAH COFFEE HOUSE

- Poster
- Menu
- Flyers
- Social Media



THANK YOU

I appreciate the opportunity to share my work with you. If you
have any questions, feel free to reach out.