



# WALTER HII

User Experience



## Summary

I am a User Experience Specialist based in Kuala Lumpur.

My job normally involves analyzing data, researching and presenting ideas, interviewing users, planning proposals, designing wireframes and visuals for apps / webs. Prefer agile environment.

Emphasizes on data-driven design and minimalist visual aesthetics.

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## Contact

**+60129722795** [walterhii@gmail.com](mailto:walterhii@gmail.com)

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## Experience

### **Senior Executive, Digital Content & UX** (2015 – present)

Maybank, Menara Maybank, KL

Research and share UX insights on various initiatives (products, platforms & campaign) with stakeholders from management, business, IT to product. Propose solutions either in the form of wireframes, prototypes, designs or PowerPoint depending on the project stage.

Conduct workshops, usability tests and compile feedback/results throughout the different stages of the project to validate user flow and layout design.

Design user journey all the way from sticky notes to wireframes, UI and then to prototype for various digital banking products (web and apps).

Involve in the process of vendor selection. Provide UX supports to vendors where necessary. Act as gatekeeper to ensure project delivery meet the user experience requirements.

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### **UX Specialist** (2014 – 2015)

Quintiq Sdn Bhd, Bandar Utama, Selangor

Part of solution & analysis team focusing on lead generation and conversion optimization. Analyze web performance, answer the whys of analytics, research ideas and propose action plans. A/B test and iterate design based on result.

Improve UX of internal project management system. Interview users, draft flows, draw wireframes and

design visuals. Work with team to improve the system further after implementing new features and gather feedback.

Instill UX mindset to the whole online marketing department (copywriters, designers, developers and analysts) by collaborating in projects, sharing of knowledge and giving presentation on UX, common user behaviors and UI best practices.

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### **UX Engineer / UI Designer (2011 – 2014)**

F-Secure Malaysia Sdn Bhd, Bangsar South, KL

F-Secure Oyj, Technopolis, Oulu, Finland

In charge of the revamp of the main company website. Worked with different stakeholders across Finland and Malaysia. Studied and proposed a more streamlined website that focuses on relevant content, with simplified interaction design, content flow and visual direction. New website is now live in UK to gather user feedbacks and analytics data.

Assigned to Finland for 12 months to support the UX efforts of Mobile Security app across different platforms (Android, iOS, Windows Phone and Blackberry). On own initiative, proposed new UI for next major version that aimed to improve the experience of using the app while also reduce maintenance and development workloads from developers.

Part of a small team in prototyping a web application that keeps children safe online from sexual predators, inappropriate contents and malware attacks. Studied existing solutions, planned UI flows and proposed visual designs.

Worked on experimental web application to validate the idea of sharing links on social network in more engaging ways. Explored the concept of gamification. Designed layout and assorted UI elements.

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### **Web Designer / Front-end Developer (2007 – 2011)**

Freelance, various locations in KL

Worked on various web projects as contractor and freelancer. Provided various web services, from domain registration, hosting, web design, front-end coding, template development and Wordpress. Also offered design services for logo and print-related media like backdrops, bunting, invitations etc.

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### **Web Manager (2009)**

Redbag Music Sdn Bhd, Bukit Tunku, KL

In charge of producing 15Malaysia website, a project consisting of 15 short films made by fifteen Malaysian filmmakers.

Proposed and created minimalistic web design that accentuated the films, putting all emphasis on the content on offer. Also designed web banners, wallpapers and posters for the duration of the campaign.

The project garnered positive media coverage and tremendous supports from Malaysians with over 100,000 fans on Facebook, 3 million combined Youtube views and 560,000 video downloads.

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### **Visualizer (2006 – 2007)**

Dentsu Young & Rubicam, Damansara Height, KL

Dabbled in the advertising industry to better understand print media. Primary role was to assist and support art directors in visualizing ideas, exploring concepts as well as designing layouts. Privileged to work on accounts like Volkswagen, LG, OCBC and Yamaha.

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### **New Media Designer (2005 – 2006)**

Motionworks Sdn Bhd, Mid Valley Boulevard, KL

First job, assisted Creative Director and senior designers in producing web mockups, providing web graphics and writing front-end codes (HTML and CSS). Worked on projects for clients like Petronas Science Centre, Proton and Bank Negara.

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Education            **Bachelor of Creative Multimedia major in Digital Media**  
Multimedia University, Cyberjaya  
CGPA: 3.45/4.00

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Languages            **English / Chinese / Malay**  
Able to communicate fluently both in speaking and writing.