

Senior UI/UX Designer · EdTech & HealthTech · LMS Platforms & SaaS



# KUMARAN SELVARAJU

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Married

41 Years Old

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## ABOUT ME

Senior UI/UX Designer with 10+ years delivering end-to-end product design for EdTech and HealthTech. Specialist in multi-module LMS platforms, clinic management systems, and AI-integrated applications from user research to high-fidelity Figma delivery and design system governance. Proven track record leading design teams and shipping production-ready systems across fintech, telecom, and enterprise SaaS.

## CORE SKILLS

Figma · Adobe XD · Illustrator

User Research · Usability Testing

Design Systems & Component Libraries

LMS & EdTech Platforms

Clinic & HealthTech Systems

AI-Integrated UX (ChatGPT, Locofy)

Angular & Flutter Handoff

Agile / Jira / Scrum

MY Compliance: PDPA · MyKad · LHDN

## EXPERIENCE

### Senior UI/UX Designer

Jan 2026 – Present

BeED · Selangor, MY

#### BEED LMS (Web · Angular) & BEED Learner App (Mobile · Flutter)

- Led UI/UX design across 14 LMS modules (Dashboard, Admin, Gradebook, Analytics, Curriculum Builder, Question Bank, and more) and 9 learner-facing mobile modules
- Built and owned the full Angular design system and Flutter mobile component library; delivered structured, developer-aligned Figma files for production handoff

#### L.I.A.M — AI Learning & Mentor App (ChatGPT-style EdTech)

- Sole designer from brand identity through to shipped UI; designed role-based AI interaction patterns for 3 distinct user types (Students, Teachers, Parents)
- Collaborated directly with AI engineers to align UX with model behaviour and response design — first AI product in portfolio

#### Design Leadership

- Mentored junior designers; audited and rebuilt legacy Figma architecture; established design system governance protocols across the product team

## Lead UI/UX Designer

Jan 2025 – Jan 2026

### Rakuten Trade · Kuala Lumpur, MY

- Led end-to-end redesign of the iSpeed mobile trading app used by 100,000+ users on Google Play and App Store
- Integrated AI tools (Locofy, ChatGPT) into design workflow, Locofy used to generate frontend-ready code, accelerating dev handoff
- Drove data-informed UX iterations through usability testing and stakeholder reviews in an Agile / Jira environment

## Lead UI/UX Designer & Web Development Lead

Jul 2023 – Dec 2024

### StratAgile | Keeklr Inc. · US (Remote/On-Site)

- Managed and mentored a 5-person design team; established Figma file structure, sprint workflows, and review processes
- Led full UX for Keeklr, a talent management platform including eKYC verification flows, onboarding, and an internal analytics dashboard
- Directed UI/UX and art direction for Vcyberiz cybersecurity web presence; delivered brand identity for StratAgile including logo, guidelines, and visual system

## Senior Product Designer

Mar 2022 – Jun 2023

### The Clan (Embedded at Yoodo / Digi Telecommunications) · Malaysia

- Maintained and evolved Yoodo app UI/UX Malaysia's leading digital telco brand with 300,000+ community users
- Created and maintained a scalable Figma design system ensuring consistency across all web and mobile touchpoints
- Managed WordPress/WPBakery front-end, Firebase content, and Zendesk updates alongside design operations

## PRIOR EXPERIENCE

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### Earlier roles — full details available on LinkedIn

UI/UX Designer & WordPress Developer: Webmore's · Jan 2021 – Feb 2022

Senior Designer / Video Post-Production: Columbia Video Films (CNEEMA OTT) · Feb 2019 – Jan 2021

Lead UI/UX Designer & Graphic Design Lead: Esthetic Medical Solution · Jan 2018 – Dec 2018

Freelance UI/UX, Branding & Video: Big Monkey Production (Founder) · Jul 2015 – Sep 2016

Video Editor & QC Specialist: Astro · Dec 2010 – May 2015

## EDUCATION & CERTIFICATION

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2003 - 2006

### DIPLOMA IN ADVANCE MULTIMEDIA

College Of Information Technology (COSMOPOINT, KLANG)

Certifications: Certified Heartfulness Meditation Trainer · Interra Systems Automated File-Based QC · Atlassian Jira · Responsive Web Design

# CORE SKILLS

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EdTech (LMS, AI tutoring apps) · HealthTech (clinic management, PDPA compliance) · Fintech (trading platforms) · Telecom (super-apps) · OTT & Media · SaaS & Enterprise

## SKILLS

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Figma

Adobe XD

Photoshop

Illustrator

Premier

## TECH STACK

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Wordpress

HTML

CSS

Tailwind

JavaScript

## HOBBIES

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Football

Wildlife Photography

Drawing

Swimming

Meditation

## LANGUAGES

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Bahasa Malaysia

English

Tamil