

KUMARAN SELVARAJU

Senior UI/UX Designer — EdTech, HealthTech & AI Product Design

Shah Alam, Selangor, Malaysia | 010-3662587 | kumar.codemaster@gmail.com | linkedin.com/in/kumaranselvaraju | kumar.designtao.com

SUMMARY

Senior UI/UX Designer with 10+ years turning complex, multi-user systems into intuitive, accessible products across EdTech, HealthTech, fintech, and telecom. Specialist in multi-module LMS platforms, clinic management systems, and AI-integrated applications, from user research through high-fidelity Figma delivery and design system governance. Track record leading design teams and aligning engineering, product, and business stakeholders to ship production-ready systems.

CORE SKILLS

- Product Design:** Figma, Adobe XD, Illustrator, Design Systems & Component Libraries
- Research & Process:** User Research, Usability Testing, Agile / Jira / Scrum/Figjam
- Domains:** LMS & EdTech Platforms, Clinic & HealthTech Systems, Fintech, Telecom, Enterprise SaaS
- AI & Emerging Tech:** AI-Integrated UX Design, ChatGPT, Claude (design & prototyping via MCP agents), Locofy (design-to-code), AI Product Design, Prompt Engineering for efficient, accurate AI-assisted workflows
- Accessibility:** Accessibility Standards, Inclusive & Mobile-First Design, WCAG Standard Guidelines
- Frontend & Tech Stack:** Angular,Vue, Flutter, HTML, CSS, Tailwind, JavaScript, WordPress

EXPERIENCE

Senior UI/UX Designer <i>BeED · Selangor, Malaysia · On-site</i>	Jan 2026 – Present
Leading UI/UX across three EdTech products for Fairview International School — Malaysia's largest network of IB schools, with 2,000+ students and their parents across 6 campuses in Malaysia and the UK. Managing design teams and delivering production-ready systems for Angular and Flutter development.	
- Led design of 14 LMS web modules (Dashboard, Admin Panel, Gradebook, Curriculum Builder, Question Bank, Analytics, and more) and 9 learner-facing mobile modules - Built and owned the full Angular design system and Flutter component library, delivering structured, developer-aligned Figma files for production handoff - Led research and end-to-end design for L.I.A.M., an AI mentor app structured around Bloom's Taxonomy — from brand identity and logo through low- and high-fidelity UI — designing role-based dashboards and a conversational AI interface for Students, Teachers, and Parents, in direct collaboration with the Product Manager, Content Lead, and AI Engineers - Piloted L.I.A.M. at Fairview International School with strong reception from students and parents; now preparing the second design and development iteration - Mentored junior designers, audited and rebuilt legacy Figma architecture, and established design system governance across the product team	
Lead UI/UX Designer <i>Rakuten Trade · Kuala Lumpur, Malaysia · Contract, Hybrid</i>	Jan 2025 – Jan 2026
- Led end-to-end redesign of Rakuten Trade's legacy trading platform, including the iSpeed mobile app used by 100,000+ users on Google Play and App Store - Integrated AI tools (Locofy, ChatGPT) into the design workflow — Locofy to generate frontend-ready code and accelerate dev handoff, ChatGPT for ideation and design feedback - Shaped user engagement and retention strategy for the app, using data-driven decisions to guide both design and marketing improvements - Drove data-informed UX iterations through usability testing, stakeholder reviews, and daily Agile/Jira collaboration with developers and product managers	

Lead UI/UX Designer & Web Development Lead

Jul 2023 – Dec 2024

StratAgile | Keeklr Inc. · United States · Contract, Hybrid

- Led and mentored a 5-person design team at an early-stage startup, establishing Figma file structure, sprint workflows, and review processes
- Designed end-to-end sign-up, onboarding, and eKYC verification flows for clients and talent on Keeklr, a talent management platform, with a focus on trust, clarity, and conversion
- Built an internal analytics dashboard visualising sign-up volume, verification status, and talent pipeline metrics for the operations team
- Directed UI/UX and art direction for Vcyberiz's cybersecurity web presence and delivered StratAgile's brand identity, including logo and guidelines

Senior Product Designer

Mar 2022 – Jun 2023

The Clan (embedded at Yodo / Digi Telecommunications) · Malaysia · Hybrid

- Maintained and evolved the UI/UX of Yodo, Malaysia's fully digital telco brand with 200,000+ community users
- Built and maintained a scalable Figma design system, ensuring consistency across all web and mobile touchpoints
- Applied accessibility standards and mobile-first design principles across all deliverables, ensuring an inclusive experience across web and mobile
- Managed WordPress/WPBakery front-end, Firebase content, and Zendesk updates alongside design operations

UI/UX Designer & WordPress Developer

Jan 2021 – Feb 2022

Webmore's · Seri Kembangan, Malaysia · Contract

- Designed high-fidelity UI and websites for multiple clients across F&B, retail, and lifestyle sectors, translating brand requirements into user-friendly web experiences
- Built and customised responsive WordPress sites using WPBakery, applying SEO-friendly practices to improve client search visibility

Senior Designer, Video Post-Production

Feb 2019 – Jan 2021

Columbia Video Films (CNEEMA OTT) · Kuala Lumpur, Malaysia

- Designed and maintained the WordPress website for CNEEMA, the world's first Tamil classics OTT streaming platform
- Produced marketing materials, trailer cuts, and motion graphics for digital and broadcast campaigns across a major Tamil film library

Lead UI/UX Designer & Graphic Design Lead

Jan 2018 – Dec 2018

Esthetic Medical Solution Sdn Bhd · Malaysia · Contract

- Led a team of 4 designers across UI/UX and graphic design for internal web and mobile platforms
- Recruited, onboarded, and mentored designers, aligning design output with stakeholder and marketing objectives

Early Career

2015 – 2017

- UI/UX & Graphic Design, Mahnaz Food Sdn Bhd (Freelance, 2017) — designed responsive websites and interfaces alongside packaging and brand collateral for an F&B client
- Founder & CEO, Big Monkey Production Sdn Bhd (2015–2016) — founded and led a creative studio delivering UI/UX and WordPress web design for clients while managing the business end-to-end

EDUCATION & CERTIFICATIONS

Diploma in Advanced Multimedia — College of Information Technology (Cosmopoint, Klang), 2003–2006

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

LANGUAGES

Bahasa Malaysia (native) · English (fluent) · Tamil (fluent)