



Farul Haziq

Product Designer

Design systems and AI-to-code workflows

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Profile

Product Designer with 5+ years designing marketplace, banking and B2B products. I build design systems and connect them to code with AI agents.

At PSYKHE I built 2 Claude Skills with Claude Code and the Figma MCP, now used by all 6 designers, cutting design UAT time by about 40%.

My work starts from user research, from interviews to usability testing.

~40%

less design UAT time with my design review agent

6

designers at PSYKHE use the Claude Skills I built

33 → 15

components after the DBS Insights library audit

Education

Information Technology (Multimedia), University of Malaya

September 2017 - February 2021

Expertise & Interest

AI & Agentic

- Claude Code
- Claude Skills
- Figma MCP
- AI prototyping
- AI ideation

Research

- User interviews
- Usability testing
- A/B testing
- Beta testing
- Workshops
- Landscape analysis

Design

- Design systems
- Design tokens
- Accessibility (WCAG 2.2 AA)
- Information architecture
- Wireframing
- Prototyping
- Web design
- iOS / Android design

Tools

- Figma
- Webflow
- Miro
- JIRA
- Adobe XD
- Sketch
- Photoshop

Job Experience

Product Designer PSYKHE	Sept 2025 - Present
Senior UIUX Designer MesinKira.io	Nov 2024 - June 2025
Product Designer PropertyGuru & iProperty	Oct 2022 - Nov 2024
UIUX Designer Aleph-Labs	May 2021 - Oct 2022
UIUX Designer Barai Studios	Sept 2019 - May 2021

Experience



Product Designer
PSYKHE

Sept 2025 - Present

Industry [Digital Design Agency](#)

Url [psykhe.co](#)

- 1. AI workflows and internal tools**
 - Built 2 Claude Skills with Claude Code and the Figma MCP, turning design QA and branded file production into repeatable agent workflows used by all 6 PSYKHE designers.
 - **Design review agent:** audits Figma files for WCAG 2.2 AA, brand rules, design-token use and detached components, with a reason and reference link for every finding. Cut design UAT time by about 40%.
 - **Branded output skill:** applies the design system to PowerPoint, Word, Excel and PDF files, with scripts that check slides against the template.
- 2. Design Review Figma Plugin (concept stage)**

Next version of the design review agent: a Figma plugin that checks client files against their own design system and lets designers act on the results.

 - Led product planning and UX design. Compared a Claude skill, a Figma plugin and a hybrid on engineering cost, Figma plan limits and client data confidentiality for banking and public sector clients.
 - Defined the review logic: tokens, spacing and type scale, then detached components, then AI suggestions that are never applied automatically. Falls back to PSYKHE brand plus Material Design 3 when a file has no library.
 - Designed and prototyped the flow: page or frame scope, results grouped by layer with severity and Inspect, and Keep or Change decisions saved in the file for the whole team.
 - Planned validation: a concept test with 2 to 3 designers, then a technical test of 7 risks before build.
- 3. DBS Insights**

Consumer banking feature that delivers personalised updates based on customers' banking activity.

 - Audited 37 priority use cases and cut the component library from 33 to 15 reusable components.
 - Designed 6 screen templates for CMS-driven content across digibank and Internet Banking.
 - Wrote documentation and a PowerPoint toolkit so MarTech and Servicing teams could use the framework on their own.
- 4. UOB Service Build Procurement Dashboard**

Internal platform that helps teams manage, track and streamline service requests and operational workflows.

 - Mapped structure and user flows through wireframes for a platform that tracks service requests across teams.
 - Built reusable components to keep the product consistent as it grows.



Senior UIUX Designer
MesinKira.io

Nov 2024 - June 2025

Industry [POS & Bookkeeping](#)

Url [mesinkira.io](#)

- 1. MesinKira E-Invoicing**

Bookkeeping dashboard used to manage customers, track transactions and create invoices.

 - Led the design direction for the dashboard revamp.
 - Gathered requirements with the Business Analyst to understand the product and the goals of new features.
 - Built high-fidelity prototypes with developers for user testing before release.
 - Delivered web design, app design and the design system across the full product suite.
- 2. MesinKira POS App**
 - Led design and requirements for the app revamp, validating wireframes with stakeholders and testers.
- 3. MesinKira Public Website**
 - Led design and requirements for the website revamp, validating wireframes with stakeholders and testers.



Product Designer
PropertyGuru & iProperty

Oct 2022 - Nov 2024

Industry [Real Estate Marketplace](#)

Url [iproperty.com.my](#)

- iProperty PRO and PropertyGuru AgentNet**

Tools property agents use to post listings, track buyer leads and check local market data.

 - Owned UX and design for both agent products.
 - Projects: lead management, e-KYC, cross-listing and the listing creation revamp.
 - Took part in user research and interviews, and validated wireframes with stakeholders and testers.
 - Built high-fidelity prototypes with product owners, product managers and developers for user testing before release.
 - Delivered web design, app design and the design system across the agent product suite.



UIUX Designer
Aleph-Labs

May 2021 - Oct 2022

Industry [Digital Agency](#)

Url [aleph-labs.com](#)

- 1. Standard Chartered Design System**

Aligning the design language of Standard Chartered's websites and apps into one shared asset library.

 - Audited Standard Chartered's digital products and planned how to unite their design language.
 - Built the Figma design system library with auto layout and interactive components.
- 2. KWSP i-Akaun and Bank Islam (website and GO app)**

Rebranding web and app experiences to be more user-centred for many user groups.

 - Used personas, user research, landscape analysis and workshops to shape the redesign.
 - Delivered web design, app design and the design system.



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<https://www.linkedin.com/in/farulhaziq/>



Check out my portfolio
<https://farulhaziq.framer.website/>

Let's Talk

(Nothing beats a nice conversation over coffee)