



hello! I'm Kaay

Lead UI/UX Designer |

Customer & Client Experince (CX) & Product Design

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Portfolio

About Me

Lead UI/UX & Customer Experience (CX) Designer with 12+ years of experience leading enterprise UI/UX strategy, Customer Journey, Client Experience, and AI-assisted digital transformation across B2B and B2C platforms. Proven expertise in designing end-to-end experiences for Clients, Customers, Employees, and Sales Representatives across eight enterprise digital products. Skilled in Customer Journey Mapping, Service Design, User Research, Voice of Customer (VoC), NPS, CSAT, Design Thinking, AI-assisted UX workflows, Microsoft Clarity, Google Analytics, and enterprise Design Systems. Strong track record of leading cross-functional teams, collaborating with senior stakeholders, facilitating workshops, mentoring designers, and delivering customer-centric digital solutions that improve business performance, digital adoption, and user satisfaction.

Skills

Customer Experience (CX)

Client Experience (CIX)

Customer & Client Journey Strategy

Customer & Client Journey Mapping

UX Strategy

Product Design

Design System

User Research

Customer & Client Research

Service Design

Voice of Customer (VoC)

Customer & Client Insights

Design Thinking

Workshop Facilitation

AI-Assisted UX Design

Generative AI

Behavioural Analytics

Microsoft Clarity

Google Analytics

NPS & CSAT

Design System

UX Governance

Stakeholder Management

Cross-functional Leadership

Agile/Scrum

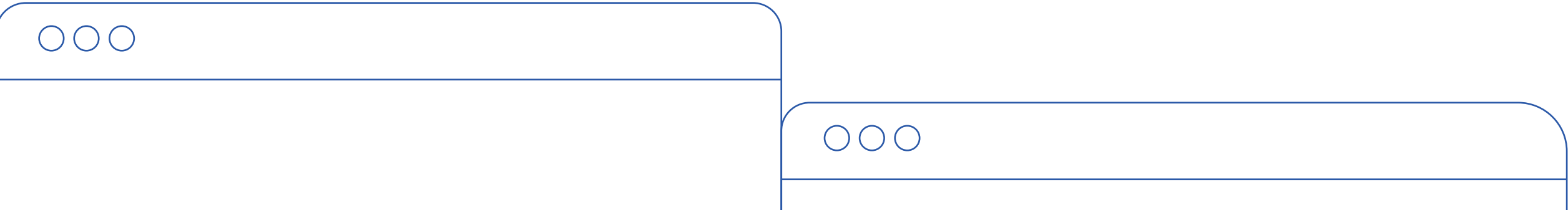
Figma/Miro/Sketch

Work Experience

Senior UI/UX Designer/Client and Customer Experience Lead

DKSH | Selangor
Feb 2021- Present

- Lead UI/UX products strategy, Customer Experience (CX), and Client Experience initiatives across eight enterprise digital products serving B2B and B2C users.
- Own end-to-end user experiences for Clients, Customers, Employees, and Sales Representatives, ensuring seamless digital journeys across multiple platforms.
- Lead end-to-end UX delivery across EasyOrder, ConnectClient, PMSF, Employee Expense Claims, Digital Space, Track & Trace, E-Doc, and internal business platforms.
- Develop customer journey strategies, user flows, wireframes, prototypes, and service design solutions aligned with business objectives.
- Conduct user research, stakeholder interviews, usability testing, and behavioural analysis to identify customer pain points and optimise digital experiences.
- Analyse Voice of Customer (VoC), NPS, CSAT, Microsoft Clarity, and Google Analytics to drive data-informed design decisions.
- Leverage AI-assisted design workflows to accelerate ideation, UX documentation, content generation, and design exploration.
- Facilitate Design Thinking workshops and collaborate with Product Owners, Business Analysts, Technology, Operations, Finance, Marketing, and Sales teams to deliver customer-centric solutions.
- Establish enterprise Design Systems, UX governance, accessibility standards, and reusable UI components to ensure consistency and scalability.
- Mentor UI/UX designers and present UX strategy, customer insights, KPIs, and recommendations to senior leadership.



Lead Media Designer

Spring Professional | Kuala Lumpur

Jul 2019 - Feb 2021

- Lead UI/UX, digital, and customer-focused design initiatives across recruitment and digital platforms.
- Designed user-centred interfaces, landing pages, and digital experiences aligned with business goals and usability best practices.
- Collaborated with marketing and stakeholder, IT, and business stakeholders to deliver user-focused design solutions.

Senior Graphic Designer

Shift Holding Berhad | Selangor

Oct 2015 - Jul 2019

- Lead digital, UI, and brand design for MaxxOil and Maxx’n Go across web, mobile application, and marketing channels.
- Designed UI for websites and web applications with a focus on usability and visual consistency.
- Worked closely with product managers, vendors, and marketing teams to deliver end-to-end campaigns.

Graphic Designer

Bloomingdale World Partner | Kuala Lumpur

Sept 2014 - Oct 2015

- Designed print, digital, and social media assets aligned with client brand guidelines.
- Supported creative concept development and production execution.

Education

Diploma in Graphic Design
Selangor | 2015

Certifications

Google UX Certificate – Coursera
Figma for Beginners – Coursera
UI/UX Certificate – Great Learning

Languages

English
Bahasa Melayu
Tamil

Tools

