

MUHAMMAD ADAM BIN SAMSUDDIN

User experience (UX) designer • muhd.adam.samsuddin@gmail.com • [LinkedIn](#) • Portfolio: adamsamsuddin.com

SUMMARY

- Strong experience in user-centric design thinking, interactive prototyping, and project management.
- Proficient in Figma, Mural, Adobe Creative Suite, and Microsoft Office 365. Willing to travel and relocate.
- Outside of work, I love engaging in outdoor activities, from hiking to scuba diving, and experimenting with new recipes, from infusing coffee into cookies to jazzing up chocolate brownies with miso paste.

WORK EXPERIENCES

Standard Chartered Bank

Dec 2021 - Present

User Experience Analyst (Apprenticeship → Contract → Full-time)

- Sole designer for SC GPT, the bank's first enterprise-wide conversational AI, shipped to 40,000 users across 40 countries.
- Used GenAI to cut manual work across two products: Project Memo (2 days → 5 minutes) and Sanctions Search (~96% reduction in compliance review time).
- Built rule-based chatbots and reporting dashboards, and contribute to the bank's Design Community of Practice.

Warees Halal Limited

Nov 2019 - Nov 2021

Executive, Global Network & Services (May 2021 - Nov 2021), Special Projects (Nov 2019 - Apr 2021)

- Audited the halal food places section of the Muslim SG app with Mosque Madrasah Wakaf Shared Services (MMWSS), surfacing usability gaps and recommending fixes to how users discover halal dining options.
- Led the development of a collaborative platform for the Halal industry, a centralised hub for innovation, networking, and best practice sharing, successfully onboarding more than 50 industry partners.
- Co-created a 3-year service internationalisation roadmap, researching market entry and expansion opportunities in China and Vietnam.

EDUCATION

Singapore Management University

2015 - 2019

Bachelor of Social Science (Political Science), 2nd Major in Marketing

Universitat Autònoma de Barcelona, Spain

Spring 2018

Exchange Programme

VOLUNTEERING

National Parks Board

Jan 2022 – Present

Nature Guide

Volunteer Guide for Sisters' Islands Marine Park, sharing the colourful history, heritage, as well as flora and fauna of St. John's, Lazarus, and Tekukor Islands with visitors.

Be My Eyes

June 2018 – Present

Volunteer

Making the world more accessible for people who are blind or have low vision by assisting them with their day-to-day, from product descriptions to finding lost items.

SKILLS

Accessibility (WCAG) • Cross-Functional Collaboration • Cross-Platform Design • Design Systems • Information Architecture • Journey Mapping • Product Thinking • Rapid Prototyping • Stakeholder Management • Systems Thinking • UI & Interaction Design • Usability Testing • User Research

TOOLS

Figma • FigJam • Mural • Microsoft 365 Copilot • Claude • Gemini • Antigravity • VSCode • Adobe Creative Cloud