

DESIGN PORTFOLIO

Izzat Hafiz | Senior Designer

ABOUT ME

BRANDED CARDS

VIDEO WALL

WAYFINDING

GENERATIVE AI

PERSONAL PROJECTS



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TOOLS



Adobe Photoshop



Adobe Illustrator



Figma



HTML5



CSS3



Canva



Leonardo AI



Runway ML

ABOUT ME

I'm a Senior Designer with 2 decades of experience designing various forms of creative visual solutions across print, web, and UX/UI spaces. Currently exploring content creation with Generative AI.

EXPERIENCE

PROFESSIONAL & PERSONAL DEVELOPMENT

JUL 2024 - PRESENT

Career Break

Taking a step back to refresh & reinvigorate myself. Taking time for self-learning specifically in the field of creating visuals in Generative AI platforms. Setting up for freelance design work.

OCT 2014 - JUN 2024

SENIOR UX DESIGNER

Appspace (M) Sdn Bhd

As part of the PS/ES Team (and later under the Service Delivery Team), I am responsible for designing and customizing UX/UI solutions for client projects. Job scopes include branded corporate communications, digital signage, interactive kiosks, video walls, and wayfinding kiosks. In addition, I provide assistance in creating user guides as well as setting up the solutions mentioned above.

MAR 2014 - SEP 2014

SENIOR WEB DESIGNER

Emerald EM

I am in charge of managing the design of our web portal as well as planning several digital marketing initiatives for the company. I've given the opportunity to delve deep into social media marketing, content marketing, and growth hacking.

SENIOR WEB DESIGNER

MAY 2011 - SEP 2013

Optima Innovation Sdn Bhd

Designing, developing, and maintaining websites and online eDMs or newsletters. Head of Web Maintenance Team.

WEB/GRAPHIC DESIGNER

APR 2003 - APR 2011

InternetNow International Sdn Bhd

Handling all visual design solutions ranging from logo design, corporate identity, software interface design, email marketing, product packaging, flyers, and brochures. Additionally, responsible for developing and designing websites (including content writing) for several clients of the company.

SKILLS

User Interface Design

UI/UX

Interaction Design

User Experience Design

Logo Design

Web Design

Graphic Design

Generative AI

Drawing

Branded Corporate Communication Templates (Appspace Cards)

UX/UI DESIGN

DESCRIPTION

The client, Kingspan, requires their corporate communication templates to be updated according to their brand guidelines.

The Appspace platform comes with a number of Card templates and themes, that are used for corporate communication and digital content publishing - these layouts are responsive and caters to both landscape and portrait screens (including mobile).

My task: to apply the client's branding & presenting them via a visual mockup. Once approved, moved on to the templates creation, editing & setup on client's cloud account.

ROLE

Visual Mockup

Template Branding

HTML/CSS Editing

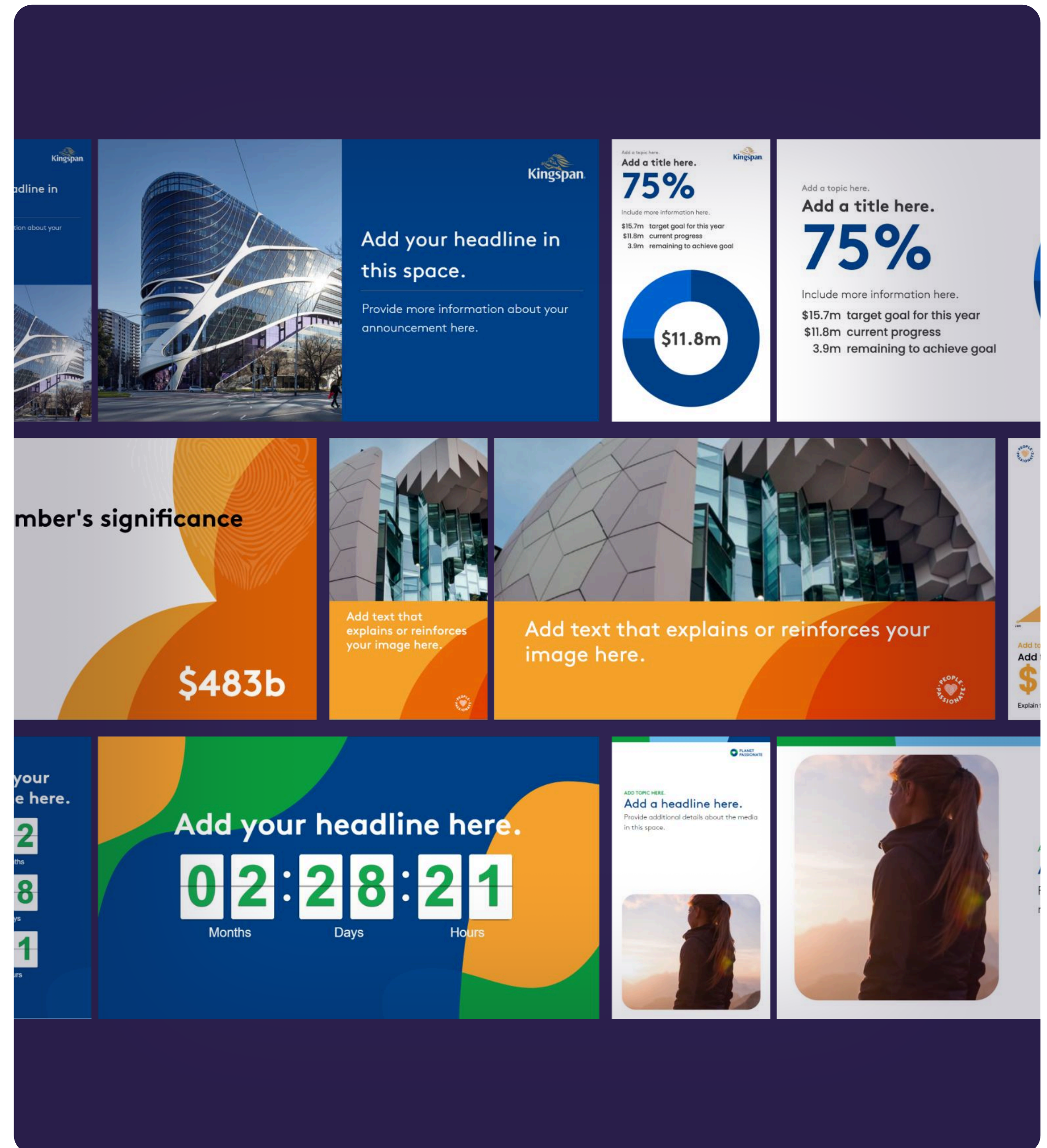
TOOLS

Figma

Appspace Cards

CLIENT

Kingspan



Branded Corporate Communication Templates (Employee App)

UX/UI DESIGN

DESCRIPTION

The client requires their corporate communication templates to be updated according to their brand guidelines, focusing on the Employee App on mobile..

The Appspace platform comes with a number of Card templates and themes, that are used for corporate communication and digital content publishing - these layouts are responsive and caters to both landscape and portrait screens (including mobile).

My task: to apply the client's branding & presenting them via a visual mockup, ensuring optimal view on mobile. Then proceeded to templates creation, editing & setup on client's account.

ROLE

Visual Mockup

Template Branding

HTML/CSS Editing

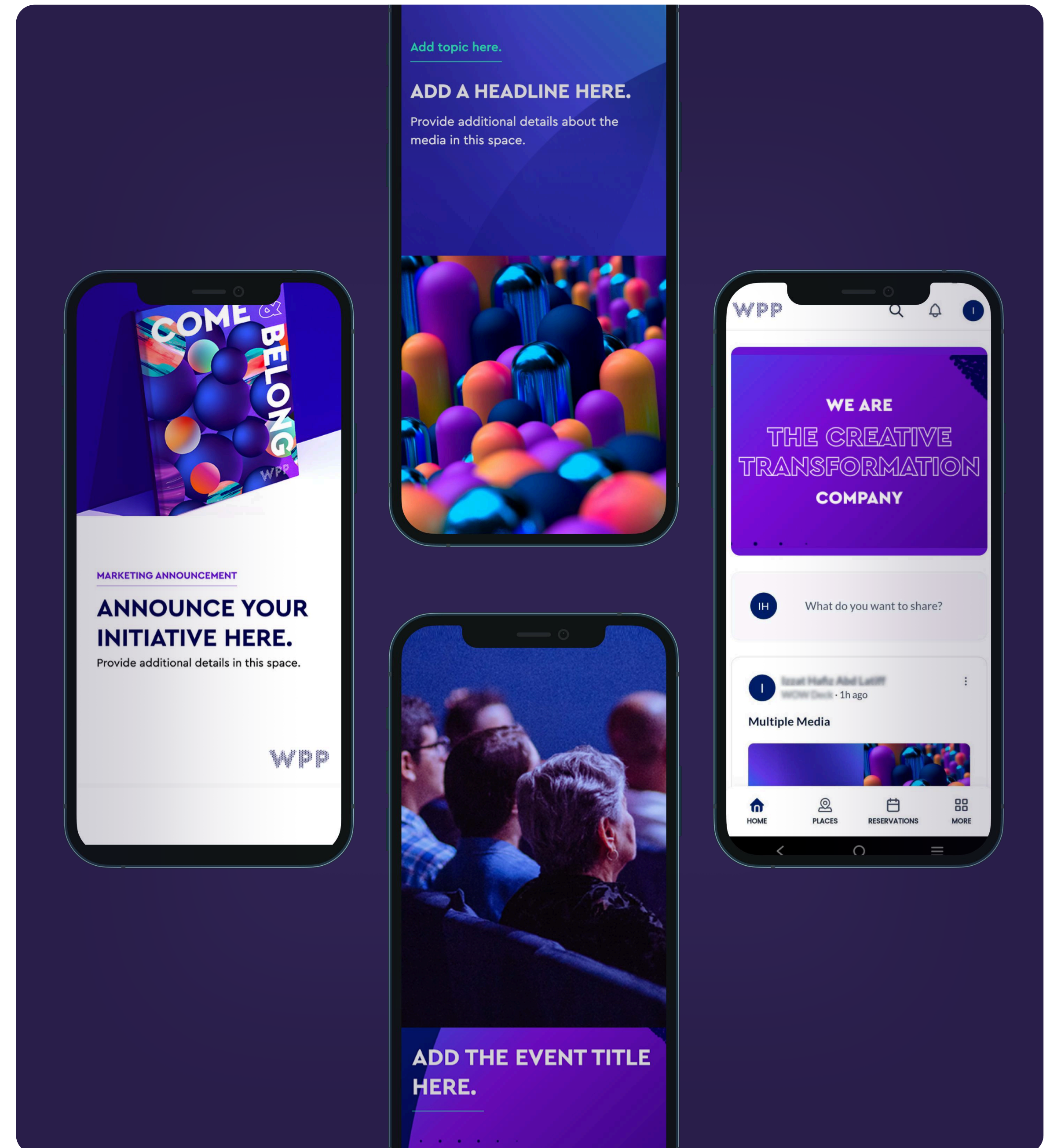
TOOLS

Figma

Appspace Cards

CLIENT

WPP AUNZ



Video Wall Digital Display Design (4x2 multi-monitor Setup)

UX/UI DESIGN

DESCRIPTION

This is a passive video wall mockup created for Mastercard. This Video wall display will be internal-facing, built with standard Appspace widgets, third-party content and any relevant media pertaining to client's branding and corporate identity.

The video wall displays various content types such as: videos, company announcements, world clock and local weather conditions.

My task: to apply the client's branding & presenting them via a visual mockup. Once approved, moved on to the video wall screen & templates creation & editing Export & setup on client's cloud account.

ROLE

Visual Mockup

Template Branding

HTML/CSS Editing

TOOLS

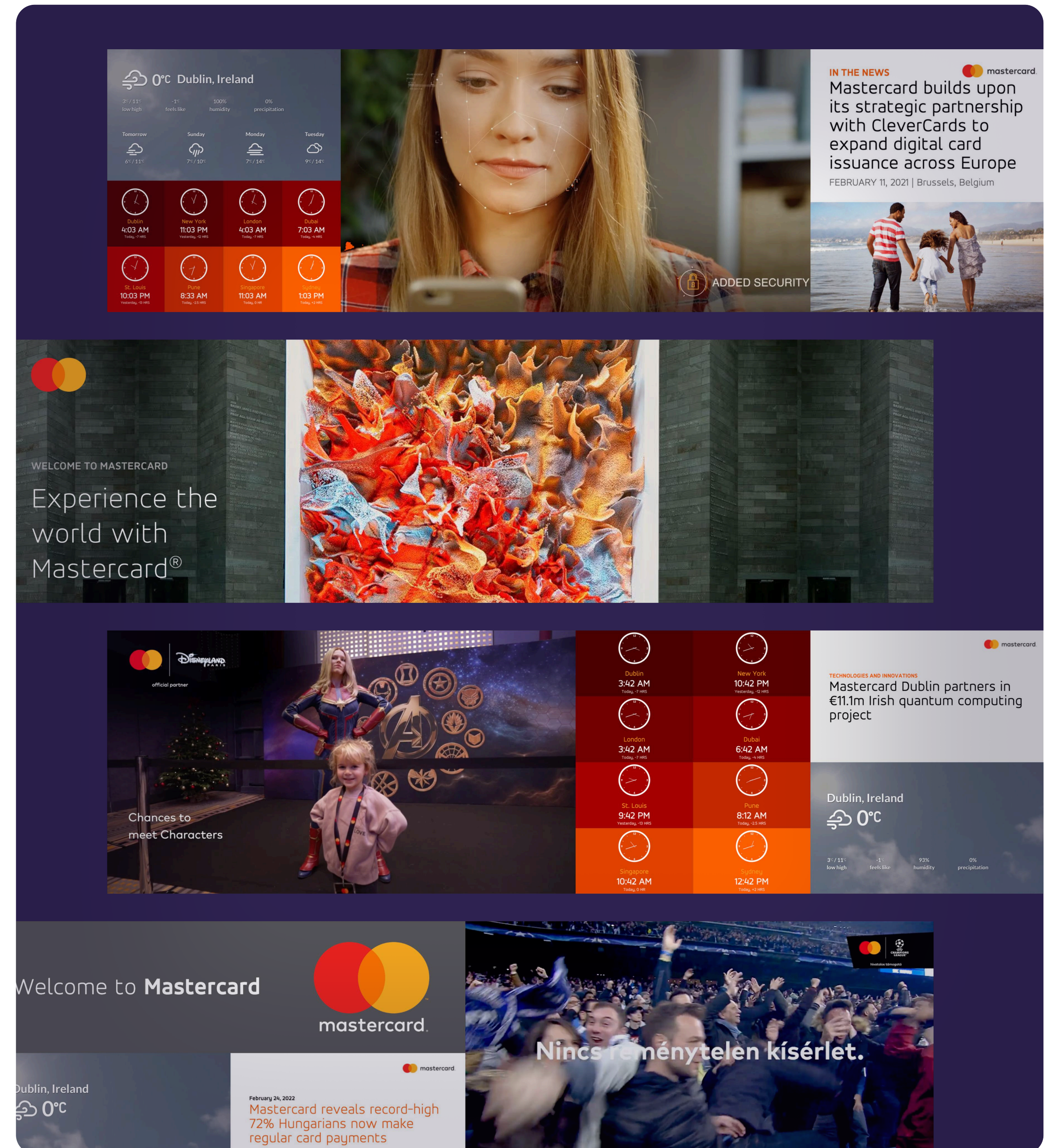
Adobe Photoshop

Appspace Channel

Appspace Cards

CLIENT

Mastercard



Interactive Wayfinding Digital Signage Design

UX/UI DESIGN

DESCRIPTION

This is a visual design for an interactive wayfinding kiosk. The kiosk enables the client to navigate the building - finding the location of people, spaces and amenities as well as reserving their workspaces via an interactive kiosk or on mobile.

The wayfinding kiosk is powered by a combination of custom wayfinding card combined with Appspace's advanced channel.

My task: to apply the client's branding & presenting them via a visual mockup. Once approved, the design will be passed to the development team to build the finalized custom solution.

ROLE

Visual Mockup

TOOLS

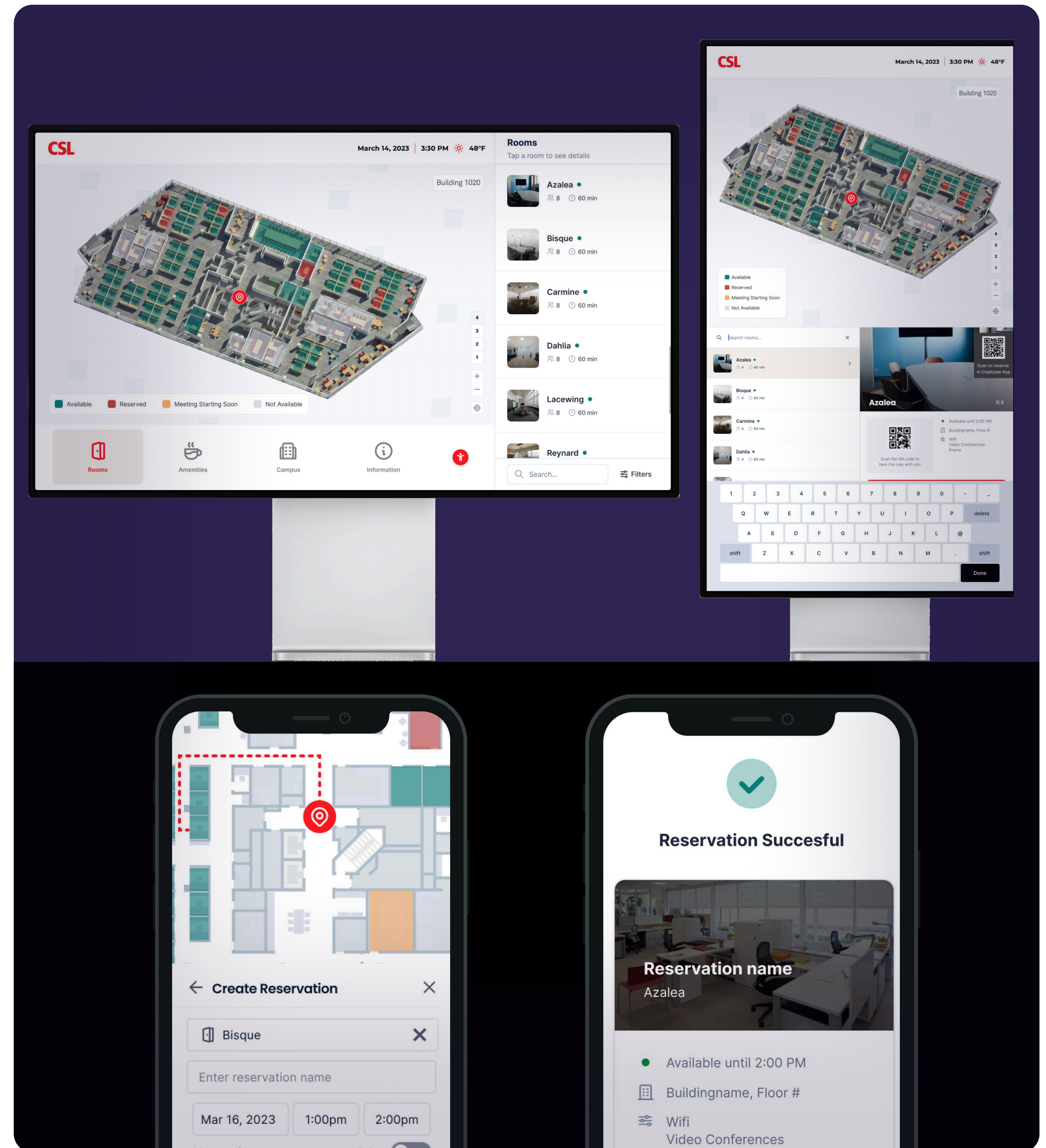
Figma

Appspace Cards

Appspace Channel

CLIENT

CSL Behring



Generative AI Visuals (Characters & Images)

GENERATIVE AI

DESCRIPTION

Under the Studio Harver entity, I'm moving forward into the future of creative design and content creation through the power of Generative AI. My passion lies in crafting innovative solutions that push the boundaries of what's possible in the digital realm.

My task: using my latest creative AI workflow I've created product visuals, posters, branding designs and original characters, utilizing the latest generative AI platforms and tools.

ROLE

AI Artist

TOOLS

Leonardo AI

Canva

CLIENT

Studio Harver

(Personal Project)



Generative AI Videos (Characters & Scenery)

GENERATIVE AI

DESCRIPTION

Under the Studio Harver entity, I'm moving forward into the future of creative design and content creation through the power of Generative AI. My passion lies in crafting innovative solutions that push the boundaries of what's possible in the digital realm.

My task: using my latest creative AI workflow I've taken my own artworks, rendered them inside Leonardo AI, then adding motions and output them as videos via RunwayML.

ROLE

AI Artist

TOOLS

Leonardo AI

RunwayML

Canva

CLIENT

Studio Harver

(Personal Project)



Company Events/Festivities Poster Design (Internal)

POSTER DESIGN

DESCRIPTION

As the member of the company's event team, I've been tasked to come up with visuals or digital posters for various internal company events and celebrations throughout the years. The posters were designed for HD landscape screen.

My task: brainstorming on the theme of the events with the event team, then proceeded to create visuals based on the confirmed theme idea.

ROLE

Designer

TOOLS

Adobe Photoshop

CLIENT

Appspace (Internal)



Digital Portraits Illustration (Personal)

ILLUSTRATION

DESCRIPTION

In my free time, I enjoy drawing and creating personal artworks to continue honing my observation, composition and color sense.

The artworks were created using Procreate app for the iPad.

ROLE

Illustrator

TOOLS

Procreate

CLIENT

Personal

