



Kuala Lumpur, Malaysia  
+(60) 172764998 · kirayanti.work@gmail.com

## Shakira Yanti, Lead Product Designer

I'm a lead product designer who turns messy problems into simple, friendly experiences. Over the past 10 years, from fast-moving startups to EY; I've blended empathy, data, and craft to ship work that delights users and moves the business.

### Employment History

#### Lead Product Designer at VoyceMe

Feb 2025 — Present

- Owned end-to-end design for GenAI experiences (IsekaiMe, FableVerse), shaping product strategy, key flows, and safety guardrails from concept to launch.
- Prototyped multimodal interactions for character chat and image generation; ran rapid tests to de-risk assumptions and improve UX.
- Partnered with PM and Engineering on discovery, roadmapping, and prioritization; translated insights into clear specs and measurable outcomes.
- Established a cross-product design system and component library to speed delivery and raise quality.
- Instrumented analytics and feedback loops to iterate post-launch and drive activation and retention.

#### Senior Product Designer at Awesomic

Jan 2023 — Jan 2024

Full-time for our client (Kaedim 3D) alongside EA Games and Activision, a software platform--with the help of AI that helps users turn images into 3D models in minutes.

- Create wireframes, prototypes, and user flows to visualize design concepts.
- Created style guides that improved product design consistency across all platforms
- Collaborate with development teams to ensure the feasibility and implementation of designs.
- Developed high-fidelity mockups and style guides to communicate designs to stakeholders

#### Senior Product Designer at Medal.tv

Apr 2022 — Nov 2022

- Led redesign of dashboard, gallery, and clip editor across web and desktop to simplify IA and speed discovery.
- Introduced reusable components and motion patterns to improve consistency and performance.
- Defined success metrics with data partners and iterated rapidly post-release based on telemetry and feedback.

#### Senior Product Designer at Topsort, Contract

Jan 2022 — Mar 2022

Topsort enables retailers and marketplaces to launch and optimize retail media with AI-powered infrastructure.

- Mapped advertiser and retailer workflows; delivered core campaign creation and reporting flows for the platform MVP.
- Collaborated with engineering on event taxonomy and dashboards to enable measurement and optimization.

## Product Designer at Zoomforth

Jan 2021 — Feb 2022

Cloud platform for building interactive, trackable, secure microsites (no-code/low-code).

- Designed templates, themes, and authoring flows to make site creation faster and more consistent.
- Partnered with Sales and Customer Success on enterprise use cases; improved onboarding and permissions for large teams.
- Raised quality with accessibility, design QA, and component guidelines across the product.

## UX Design Consultant at Ernst & Young (EY)

Jan 2019 — Dec 2020

UX design consultant on the nationwide digital transformation of KWSP/EPF Malaysia.

- Led field research across Malaysia with SMEs and employers; conducted interviews, journey mapping, and service discovery.
- Designed secure self-service portals for businesses and SMEs, improving registration, contributions, and support flows.
- Produced service blueprints, information architecture, and high-fidelity prototypes; collaborated within an 80-person cross-functional team.

## Lead Visual & UIX Designer at Astro

May 2016 — Dec 2018

- Led visual and UI design across Astro's streaming and commerce products (Astro GO, Tribe TV, eGG Network) on web, mobile, and TV.
- Defined design systems, typography, and component libraries to ensure brand consistency across platforms and partner apps (e.g., Netflix, Disney+ Hotstar, Viu).
- Collaborated with product and engineering to ship features that improved content discovery and subscription experiences.

## Graphic Designer at BeLazee

Feb 2015 — May 2016

Designed brand and marketing collateral for an on-demand services startup; produced digital ads, social assets, and print materials to support launches and campaigns.

## Education

## Design Science: UX Design, Harvard Business School Online (HBS)

Feb 2023 — Apr 2025

### Part-Time

- Coursework in UX research, prototyping, and data-informed product design.
- Developed and tested interactive prototypes; synthesized insights into recommendations.
- Part-time program completed online.

## Certificate in Arts & Design, INTI University

Jan 2014

**Certificate:4.0.**

Links

[LinkedIn](#)

[Dribbble](#)

Skills

**Product Design**

**Digital Transformation**

**Figma**

**Design Systems**

Languages

**English** Native speaker

**Malay** Native speaker

**Indonesian** Native speaker

Hobbies

**Video Gaming, Manga, Dungeons & Dragons, Motorcycles and Reading.**