

Niven.

Product Designer in Kuala Lumpur with 4+ years across agency work and B2B SaaS. I design products, and I build them too: I use Claude to turn designs into working prototypes and ship my own products, including a Chrome extension with a paid tier and around 140 users.

niven.pages.dev
nivenjay10@gmail.com
linkedin.com/in/niven-product-designer
Kuala Lumpur, Malaysia

Experience

2021 - NOW

Product Designer Acronym Digital (Compass Interactive), KL

Design responsive web and product experiences for brands like Nike, BCG and KFC, from wireframes to production-ready UI. Built and maintain a 30+ component Figma design system and hand off specs to 5 to 6 engineers per cycle. Also deliver EDMs and campaign assets. Designed and built eight internal tools with Claude to cut busywork: five Figma plugins (HTML to Figma, CopyCheck, Comp Copy, Quick Renamer, Motion Loop) and three Chrome extensions (StrikeStrip, SlideSnap, Pin2GIF).

2019 - NOW

Product Designer Freelance / Retainer

Lead UI/UX solo from brief to launch for SaaS and tech clients, handling discovery, flows, wireframes and high-fidelity UI. Moved clients from ad-hoc designs to component-driven systems and ran async feedback across concurrent projects.

- **Bravonet Solution:** KUSS Service Management (2026), turning a spreadsheet-run scent service business into a technician app, admin panel and customer portal on one set of records. Ran the workflow audit, journey mapping, IA and wireframes. Plus a self-serve billing and settings dashboard.
- **Valiantlytix / VantageAI:** full design system and product UI for a data analytics platform (data cleaning wizard, billing), delivered as coded screens imported into Figma.
- **Reluvate, WaaPY, DeerDash:** SaaS product UI for Reluvate, plus brand, pitch decks and landing pages for WaaPY (WhatsApp automation) and DeerDash (app deployment).

My Products

2026

FLOWR Chrome extension

Added the crossfade YouTube Music is missing. Designed it, built it with Claude, and launched a paid Pro tier with a 7-day trial and win-back pricing. Around 140 people use it, and fixes ship from their feedback.

2026

StyleStrip Chrome extension

Pulls the design system out of any website and turns it into a prompt for Claude, v0 or Figma Make. Built in React and TypeScript.

2025 - NOW

Side projects 11 built with Claude

Layn, Kira Tools, Tab Shelf, QR Sniper, ExtPad, GIF Bridge, Drive Clipboard, Flight Deal Layer, Roz Hindi and BetterSlides.

What I do

PRODUCT UI AND UX

Dashboards, billing flows, settings, onboarding, user journeys, IA, states and edge cases

DESIGN SYSTEMS

Figma components, variables and design tokens, atomic design, dev handoff

PROTOTYPING IN CODE

Clickable builds with Claude so the team can try an idea early

RESEARCH

Workflow audits, stakeholder interviews, journey mapping, user feedback loops

Tools

Figma, FigJam, Claude, Claude Code, HTML / CSS / JavaScript, React, TypeScript, Chrome extensions, Figma plugins, Stripe

Education

TAR UMT

Diploma in E-Marketing

Tunku Abdul Rahman University of Management & Technology