

# Aman Ruzaini

Design System Lead - Product Design

☎ +6012-5408848 ✉ amanruzaini@gmail.com ⇄ [amanruzaini.com](http://amanruzaini.com)  [linkedin.com/in/amanruzaini](https://linkedin.com/in/amanruzaini)

---

## Professional Summary

Product designer with 10+ years of experience building applications and scaling design systems in an enterprise environment. Specialised in design systems, accessibility, UX strategy, and cross-functional leadership, with experience in translating design operations into measurable business impact.

Currently serving as **Lead, Design System** at PETRONAS Digital Sdn Bhd, where I lead the team in scaling the design system, strengthening governance, and enabling teams to deliver high-quality, consistent, and accessible digital products to different portfolio and businesses.

---

## Work Experience

### Lead, Design System

PETRONAS Digital Sdn Bhd, July 2020 → Present

- Lead the strategic direction and day-to-day operations of the company's enterprise design system, supporting 150+ teams across digital product delivery.
- Help shape AI-enabled design system practices through guidance, tooling exploration, and workflow improvements that improve design operations and cross-functional collaboration.
- Drove accessibility improvements across the design system, aligning the library with WCAG 2.2 AA standards and leading the rollout of an accessibility widget from concept to pilot deployment in two products within 5 months.
- Spearheaded the implementation of variables and design tokens as a single source of truth, reducing multi-theme and multi-device design time by 50%.
- Improved team productivity by 70% through reusable patterns, clearer guidance, and stronger operational processes.
- Built adoption and enablement programmes through clinics, workshops, training sessions, and documentation, helping teams and delivery partners apply the system more consistently across products.

### Senior, UI UX Designer

Astro Radio Sdn Bhd, June 2010 → July 2020

- Building and maintaining user interfaces and experiences for 12 major radio brands while executing design tasks for clients.
- Led the team through multiple iterations of website revamps for these radio brands, significantly enhancing their online presence and securing multiple industry awards.
- Streamlined the design delivery pipeline, resulting in a 40% improvement in daily productivity.

### Junior, Web Designer

Youth Asia, June 2009 → September 2009

- Part of a team that managed events and was responsible for creating marketing websites, such as UOX MTV World Stage and JobStreet Annual Career Study.

## Core Skills

Design Systems, Product Design, UX Strategy, Accessibility, Design Governance, Figma, Design Tokens, Variables, Component Libraries, Stakeholder Management, Cross-functional Collaboration, Team Leadership, UI Standards, Enablement, Change Management, AI Enablement, Coaching.

---

## Recognitions & Achievements

### Design System Certified WCAG 2.2

Drive the team in enhancing the accessibility aspect of design system resulting in securing an accessibility accreditation WCAG 2.2 compliance.

### Installation art for Yahoo! YouReka

Lead programmer for the visuals installation that we built as part of the event showcase guest welcoming in VisualScape for Urbanscape.

### Top 10 Kentico Websites

First radio station to have launched responsive design websites in Malaysia.

### The Webby Award

Honoree on the Webby Award list in the Radio & Podcast category for the hitz.fm website.

---

## Speaking & Enablement

### Breakin' Design EP4: Inclusivity Through Accessibility

Main speaker on explore how accessibility drives inclusive design, supports sustainable development, and aligns with global standards.

### Brown Bag Brain Boost: Digital Accessibility

Main speaker on creating awareness and introduction of what digital accessibility is and how the team is providing the solution for businesses.

### PDSB Digital Day 2023

Promoting product design and design system to our users through a playful mini-game across Malaysia at different checkpoints

### Design Lab x Talk

Contributing on becoming presenter which covering topics from UX design, development and accessibility for internal team and project team.

---

## Education

### Malaysia Multimedia University, Cyberjaya

Bachelor of Multimedia (Hons.) (Digital Media)