

Wan Muhamad Fadzli (Pali)

Product Builder, Senior Product Designer and Design Lead

Penang, Malaysia · On-site, hybrid or remote · builtbypali.com · linkedin.com/in/wmfadzli · hello@builtbypali.com · [Book a call](#)

SUMMARY

UI/UX designer since 2017, then senior designer and design lead on products for TNB (via Accenture), Roche, MIDF, Billplz, PRISM+, Esports Innovation Group, Kinesis Money and PERKESO. Design systems are a constant across these roles. In 2026 he began designing, architecting and shipping complete products end to end: desktop apps, multi-tenant SaaS and PWAs for Malaysian businesses.

9+

years in product design,
since 2017

13+

named brands across MY, SG, UK,
CH and PL

32

products and client builds
in 2026

13

live or publicly
released

EXPERIENCE

Jan 2026 to Present	AI-Enhanced Product Designer, PERKESO Contract, hybrid · Putrajaya Service design, design patterns and accessibility for the Employment Insurance System.
Aug 2025 to Jun 2026	Product Designer, Kinesis Money Contract, remote · London KMS Portal for a digital-asset platform; design system governance.
Oct 2024 to Nov 2025	Senior UI/UX Designer, Accenture (for TNB) Contract, remote · Malaysia Led UI/UX for the RP4 tariff on the myTNB app and portal. Reported 20% increase in user satisfaction and usage.
Jun 2024 to Jan 2025	Senior UI/UX Designer, Catalog, Billplz Contract · Malaysia Led design of the CATALOG SaaS and established the Billplz design system.
Mar 2024 to Jan 2025	Senior UI/UX Designer (vendor), Roche Contract, remote · Warsaw Design system for a pharma data-viz product; designed an AI product for HCP analysis.
Dec 2023 to Jul 2024	Senior UI/UX Designer, PRISM+ Contract · Singapore PRISM+ Connect smart-home app, live on Google Play, and its design system.
Dec 2022 to Aug 2024	Senior UI/UX Designer, then UI/UX Design Lead, Esports Innovation Group Full-time, then contract · Switzerland Built a white-label design system and brand guidelines; mentored a junior designer; reported to the CPO.
Jul 2022 to Dec 2022	Senior UI/UX Designer, Ethlas Full-time · Singapore FailSafe wallet firewall for blockchain security.
Mar 2022 to Jul 2023	UI/UX Design Lead (vendor), MIDF Contract · Malaysia End-to-end design lead for the MIDF Invest PWA (live at midfinvest.my) and native app.
2021	Senior UI/UX Designer, Openminds Employed · Malaysia
2019	Junior UI/UX Designer, Hong Leong Bank Employed · Malaysia

Jan 2017 to May 2025

UI/UX Specialist, Speaker, Consultant, builtbypali

Freelance · Malaysia

Research, wireframes, prototypes and design systems for desktop and mobile.

PRODUCTS DESIGNED, BUILT AND SHIPPED (2026)

Orbit HR. Malaysian statutory payroll desktop app; engine verified to the sen across 34 test cases; public release v0.4.0 (Aug 2026).

Orbit Finance. Local-first double-entry bookkeeping for SMEs on macOS, Windows and Android; sold at orbitsuite.io/finance.

Orbit Suite. Own software suite and storefront: licence engine, CHIP checkout integration, live zones at orbitsuite.io.

StudyBuddy. Tuition-centre PWA live at studybuddy.my; 1,600+ legacy accounts migrated.

UrusPro and HelloStay. Property and short-stay SaaS on Cloudflare Workers, migrated off a no-code prototype; paid plans live.

MITE. Enrolment, CRM and finance platform live at mite.edu.my; 118 row-level security assertions.

SKILLS

Product design: UX, information architecture, design systems with tokens, multi-role portals, bilingual EN/BM interfaces.

Engineering: TypeScript, React, Next.js, Electron, Expo, Capacitor, Supabase/Postgres, SQLite, Cloudflare Workers.

Malaysian compliance: LHDN e-invoice and PCB, EPF, SOCSO, EIS, HRD Corp, SST, PDPA.

EDUCATION

Universiti Teknologi PETRONAS (UTP)

RECOMMENDATIONS

Philippe Wong (then CPO, Esports Innovation Group) and Howie Leung (Senior Principal Product Manager) on LinkedIn.