

ISMAIL AZRY

Product Designer, Web & E-Commerce

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Professional Summary

Product designer with 2+ years designing and shipping e-commerce storefronts and websites. Designed and built a custom Shopify store end to end, covering information architecture, product taxonomy, vehicle-fit search, and 8+ custom Liquid sections built with AI-assisted coding. Previously ran web design for a wedding brand's campaigns, building a reusable landing-page kit and a WhatsApp-first enquiry flow. Studied medicine before moving into design.

Professional Experience

Senior Graphic Designer (Web & E-commerce), AT Auto Shoppe | Feb 2026 - Present

- Designed and built the brand's Shopify storefront end to end, replacing a templated catalogue site: site architecture, product and collection taxonomy across 10+ vehicle makes, and a vehicle-fit search and filter for parts discovery.
- Designed wheel and tyre finders. Choosing a rim size refreshes the width, PCD, offset and colour options and disables impossible combinations. After customer feedback, the finders were cut down to 4 main branches.
- Shipped 8+ custom Liquid sections and templates using AI-assisted coding: product finder, header mega menu, Related Builds, and vehicle and brand pages generated from metaobjects, so the sales team adds a make or brand without a developer.
- Replaced the paid Year-Make-Model Finder app with custom sections, saving RM80 a month.
- Design campaign posters for promotions and festive seasons, and own brand consistency across web, print and in-store.

Freelance Product Designer, studio.mael | Apr 2024 - Present

- PlanetStewards (Utrecht University research project): designed the website, visual identity and content templates researchers use to publish events and news. Jun 2024 - Jun 2025: 1,679 unique visitors, 6m 2s average session, 61% of sessions from outside the Netherlands.
- Designed the Earth-Space Symposium landing page, Call for Papers and registration pages (60 attendees from 21 countries).
- Landing pages and brand identity systems for healthcare and sustainability clients.

Marketing Executive (Web & Design), Precious Wedding | May 2024 - July 2025

- Built a landing-page section kit reused across five campaigns (June 2024, October 2024 and April 2025 fairs, January 2025 festive page, Destination Weddings). Each new page was a content swap, not a redesign.
- Made a pre-filled WhatsApp chat the main call to action, so every lead reached sales tagged as coming from the website. The April 2025 RSVP form collected 82 responses.
- Designed and built the Malaysia Bridal Fashion Week website on Wix in two months: schedule, registration, FAQ and 23 designer pages. Opening-day seats sold out.
- Redesigned the blog and turned each fair into an event-highlights post with SEO titles and meta descriptions.

Design Intern - Talon Creative | Mar 2023 - Jun 2023

- Client visuals and event and campaign collateral for television productions.

Skills

Design: Product Design, UI Design, Information Architecture, E-commerce Design, Wireframing, Prototyping, Responsive Web Design, Landing Pages, Visual Identity

Build: Shopify (themes, Liquid, metaobjects), Framer, Wix, AI-assisted development

Tools & Platforms: Figma, Adobe Photoshop, Adobe Illustrator

Other: SEO, cross-functional work with sales and marketing teams

Languages: Bahasa Malaysia (Native), English (Fluent)

Education

Multimedia University (MMU), Cyberjaya

Bachelor's Degree in Interface Design | 2019 - 2023

- Coursework: Design Research, Structure Design, Media Anthropology, Idea Visualization, Semiotic Studies.
- Best Theme, ACO Tech x MMU ATLAS Theme Design (2021).

Faculty of Medicine, Alexandria University

Medical Degree (Incomplete) | 2011 - 2017

- Foundation in scientific research and observation prior to transitioning into design.