MARZUKI NOORANAS BIN SANIP

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Portfolio: https://**mrzknrns.github.io**

PROFESSIONAL EXPERIENCE

Apple South Asia Pte Ltd – Specialist (Part-Time)
Aug 2023 – Present
- Part of the AppleSeed Employee Beta Programme, providing structured usability feedback, on pre-release iOS, iPadOS, MacOS and communicate with Apple engineers through an internal feedback application when necessary.
- Created 10+ tailored business introductions for clients per quarter, achieving 50% AppleCare attachment rate for device purchases and delivering comprehensive after-sales setup support to ensure seamless onboarding through APPLE Steps-of-Services.
- Partnered with Genius Bar and Operations teams to streamline service case resolution by 20%, boosting customer satisfaction and workflow efficiency.
- Created and delivered "Daily Download" presentations to 100+ Apple employees, showcasing internal tools, updated processes, and service workflows to enhance operational knowledge.

Samsung Electronics Singapore – Galaxy Specialist, Floor Sales Manager Trainer (Part-Time)
Jan 2018 – Sept 2022
- Provided technical support and device configuration for 50+ customers daily, while delivering after-sales support for mobile devices.
- Delivered in-store training for 30+ retail managers during flagship product launches, ensuring consistent knowledge transfer.
- Conducted live product demonstrations to audiences of up to 100 shoppers, increasing customer engagement and conversion.

Accenture Pte. Ltd – Application Development Intern
Apr 2020 – Aug 2020
- Attached to GovTech Singapore, working on CorpPass and SingPass to support secure national digital services used by more than 3 million users nationwide.
- Tested and deployed authorisation enhancements for 3 user-facing national portals, collaborating with developers to optimise usability and performance in staging environment before production testing.

Singapore Civil Defence Force (NS) – ICT Instructor
Nov 2015 – Nov 2017
- Delivered operational communications training to 300+ personnel (Paramedics, Firefighters, Commanders).
- Created training materials for trainees and reservists and managed 4 concurrent training programmes, ensuring timely and consistent course delivery.

EDUCATION

National University of Singapore (NUS) — Bachelor of Social Sciences (Hons), Sociology (Major), Interactive Media Development (Minor)
Aug 2022 – December 2025 (Expected Graduation)
- *Key UX/UI & Design Modules:* CS3240 Interaction Design (A+), NM3230 Digital Storytelling (A), NM3243 User Experience Design (A-).
- *Key Research & Analytical Modules:* SC2101 Methods of Social Research (B+), SC3216 Self and Society (A), SC3228 Senses and Society (A).

Temasek Polytechnic — Diploma in Business Information Technology
Apr 2018 – Apr 2021
- Diploma with Merit, cGPA: 3.89 / 4.00 (Course Valedictorian)
- Business Information Technology Interest Group (Honorary Secretary)& Temasek LEAD Programme (Member)

HONORS & AWARDS

Apple Applause Award
- Achieved in 3 quarters within 2 years by consistently exceeding performance expectations.

Top Student CS3240 Interaction Design – NUS School of Computing (AY2024/2025 S1)
- Ranked 1st in cohort for outstanding performance in Interaction Design.

1st Place, FinTech Innovation Competition 2020 – Temasek Polytechnic, organised by WireCard
- Built a prototype payment solution promoting saving habits for youth.

1st Runner Up, PolyFinTech Hackathon 2019 – PayPal Singapore
- Developed a volunteer management platform prototype for a non-profit organisation.

SELECTED PROJECTS (Personal UX/UI Research and Prototypes: https://mrzknrns.github.io)

SlideCraft – AI Slide Design Tool | Interaction Design
- Conducted user interviews and usability testing to inform lo-fi & hi-fi prototypes with design consistency, personalised recommendations, and AI-driven suggestions.

SaveWatt – Energy-Efficient Appliance Advisor | UX Project
- Applied user journey mapping and persona development to design an appliance comparison platform, reducing decision fatigue with personalised recommendations and visualised energy savings.

Savvify – Automated Savings Platform | Temasek Polytechnic
- Designed a mobile app prototype that rounds up transactions to an e-wallet, promoting savings habits and financial literacy for young adults, incorporating peer user interviews to refine usability.

LEADERSHIP & VOLUNTEERING

- Student Mentor, TeachSG (Ministry of Education) – Coached 20 Primary 6 students in mathematics in preparation for PSLE, with a $3k budget.
- Seniors Tech & Read Programme (National Library Board) – Trained 50+ seniors to use NLB mobile app, enhancing digital literacy.
- Project Manager, APSN (Association for Persons with Special Needs) Family Day – Organised a 500+ attendee event with a $5K budget.

SKILLS

UX/UI Tools: Figma, Miro, Framer, Canva, Photoshop
Programming & Data: R, Python, SQL *(Introductory)*
Media Production: Final Cut Pro, LumaFusion, CapCut
Core Competencies: User research, wireframing, prototyping, usability testing, stakeholder engagement, workshop facilitation