

AMIRUL BIN BAHARUDIN

DESIGNER

Location: Kangar, Perlis | Phone: +60135988270 | Email: hello@amirulbaharudin.com | Website: <https://amirulbaharudin.com> | LinkedIn: <https://linkedin.com/in/amirulbaharudin>

SUMMARY

Web designer with 6+ years crafting WordPress-powered websites and digital experiences for clients across sports, finance, and e-commerce. Specializing in conversion-focused design, SEO-optimized builds, and brand consistency.

REMOTE WORK PROFILE

1. 6+ years of remote client collaboration across multiple time zones
2. Self-directed workflow management using time-blocking and project tools
3. Proficient in asynchronous communication (Meets, Teams, email) and synchronous video calls
4. Proven ability to deliver projects on deadline without direct supervision

EXPERIENCE

Design Consultant, Whitte Sport Sdn Bhd, July 2024 - July 2026

1. Developed and launched a full brand website from scratch, establishing Whitte Sport's first professional online presence.
2. Built an SEO content foundation that improved organic search visibility, driving consistent monthly traffic growth.
3. Grew the client's social media audience by developing a structured content strategy and consistent visual branding across platforms.
4. Created high-converting landing pages and email opt-in flows, helping the client build a targeted email subscriber list for marketing campaigns.

Freelance Designer, Freelance, Aug 2018 - Present

1. Developed and launched over 30+ across multiple industries, consistently meeting project deadlines and client expectations.
2. Improved Google PageSpeed scores from ~50 to 90+ for all clients, boosting organic rankings.
3. Reduced client onboarding friction by creating tailored post-launch training sessions, enabling clients to independently manage and update their websites.
4. Advised and migrated clients to better hosting solutions, cutting average hosting costs by 30% while improving website uptime and performance.

Fullstack Designer, Chartnexus Sdn Bhd, Aug 2022 - Jan 2023

1. Created and delivered multiple client websites under tight deadlines, maintaining brand consistency across all Chartnexus client accounts.
2. Redesigned web app mockups based on client feedback, shortening the client approval cycle by streamlining the revision process.
3. Audited and refactored the Chartnexus platform's CSS codebase, improving visual consistency across desktop and mobile breakpoints.
4. Produced social media graphic series that educated 20,000+ community members on platform values and trading strategies.
5. Developed HTML email mailers for product promotions, contributing to increased campaign engagement for new and existing product launches.
6. Designed a promotional brochure used in client acquisition efforts, helping position Chartnexus to new potential investors.
7. Produced and edited educational YouTube video content, helping users maximize platform value and contributing to reduced support queries.
8. Onboarded and trained new design hires, creating a smoother workflow integration that reduced ramp-up time for the team.

SKILLS

DESIGN & PROTOTYPING

Figma | Adobe Photoshop | Adobe Illustrator | Adobe XD | Canva

WEB DEVELOPMENT

WordPress | Breakdance Builder | HTML | CSS | JavaScript | Elementor

MARKETING & GROWTH

SEO | Content Marketing | Email Marketing | Social Media Management | Google Analytics

REMOTE COLLABORATION

Zoom | Google Meet | Slack | Trello | Asana | Notion

HOSTING & INFRASTRUCTURE

VPS (Ubuntu) | cPanel | CyberPanel | Cloudflare | SiteGround

EDUCATION

University of Malaysia Perlis, Bachelor's Degree in Computer Engineering, June 2016- June 2020

LANGUAGE MASTERY

1. **Malay**, Native
2. **English**, Fluent
3. **Japanese**, Basic