

MOO JUN JIE

UI/UX Designer | Product Designer

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Portfolio: [junjielab.party](#) | Behance: [behance.net/31f0cfec](#)

PROFESSIONAL SUMMARY

Junior UI/UX designer (Diploma in Multimedia Design, TAR UMT, 2026) with a 3-month internship designing B2B admin dashboard flows and VR/MR training interfaces. Final-year project *Nudge*, a behavioral-finance app that uses positive friction to curb BNPL impulse spending, received Grade A. Works in Figma with auto-layout and variables, and writes user flows into PRDs for engineering handoff.

CORE SKILLS

Product & UX Design: User Flow Mapping, Information Architecture (IA), Wireframing, Rapid Prototyping, Design Systems & Component Libraries, Guerrilla Usability Testing, Competitive Analysis.

Design Strategy & Psychology: Friction UX / Behavioral Intervention, Cognitive Load Optimization, Progressive Disclosure, Ethical UX.

Spatial & Specialized UI: VR/MR Spatial Interface Design, 3D Viewport Ergonomics, Interactive Micro-interactions.

Tools & Methodologies: Figma (Auto-layout, Tokens, Variables), Adobe Creative Cloud (Illustrator, Photoshop), PRD Drafting, Agile Handoff.

AI Tools: Claude Code (directed two AI-built projects documented on my portfolio: an iPhone app and a web keyboard driver), Gemini, Google Stitch (AI UI generation).

WORK EXPERIENCE

Virtualtech Frontier (VTF) | Design Intern (UI/UX), Visual Experience Design Division

Jan 2026 – Mar 2026

Kuala Lumpur, Malaysia

- B2B Admin Dashboard (MyXR Lab):** Mapped admin flows for two roles, VTF's platform admin and each institution's admin, and gave each role its own navigation so permission boundaries became navigation boundaries. Covered student registration by form or bulk CSV import keyed on a unique IC number, and a two-step confirmation before an account is removed.
- VR/MR Course Design (TVET EV Training App):** For a course taught first in VR, then practiced hands-on in MR, authored feature user flows (Login & Module Selection) in PRD specifications; designed clean in-headset HUD interfaces, layered exploration panels, and character dialogue systems tailored for vocational students to minimize spatial disorientation.
- Interactive Assessment Systems:** Designed intuitive drag-and-drop matching interfaces within the spatial learning suite, facilitating interactive knowledge verification for non-technical learners.
- Client Work, UOB My Digital Space:** For a youth digital-literacy program run with UOB, built the 17-slide lesson deck for Module 1.1 (the evolution of technology), designed five achievement badges (titles and layout, on VTF's mascot), and co-designed the program key visual in a team of four.

FEATURED PRODUCT CASE STUDY

Nudge — Behavioral Finance App for Responsible Spending | Project Lead (4-person team) & UI/UX Designer

2026

Final Year Project (TAR UMT) • **Grade A** • Full Case Study Published on Behance & Documented in Design System

- Problem Discovery & Behavioral Research:** Researched the surge of BNPL (Buy Now, Pay Later) micro-debt among Malaysian Gen Z/B40 demographics; framed a solution around behavioral economics (System 1 vs. System 2 thinking) and "Positive Friction."
- Positive Friction UX Interventions:** Designed the **72-Hour Vault** and **AI Roast Mode** as deliberate cognitive speedbumps before impulse checkouts, turning resisting a purchase into a win (Willpower Points, No-Spend Streaks).
- Localized Value Grounding:** Designed the **Opportunity Cost Visualizer**, translating abstract Ringgit debt balances into culturally relevant benchmarks (e.g., Nasi Lemak units, entry-level car loan installments) to evoke real-world financial awareness.
- Ethical & Compassionate Interaction:** Established a gentle, non-shaming design philosophy ("Patient Nudge") paired with a **Future Self** avatar that improves as the user saves — chosen over an earlier debt-monster concept because young people treat their future self as a stranger, and seeing that life decline prompts real reflection.
- Guerrilla Usability Testing:** Ran the interactive prototype at the 3-day graduate exhibition, where about 50 visitors used the core flows hands-on and gave feedback; rated the strongest of about 70 booths by the UI/UX lecturer. Next: a moderated usability test with 8–10 target users.

EDUCATION

Tunku Abdul Rahman University of Management and Technology (TAR UMT) | Diploma in Multimedia

2024 – 2026

Design

Kuala Lumpur, Malaysia • **CGPA 3.38** • Final Year Project: **Grade A** • Core Coursework: Interface Design, Web Design, Digital Typography, Instructional Design, 2D/3D Animation.