

AZRUL SYAFIQ BIN ZAINOL ABIDIN



Mobile : 013-492 5761

Fixed : 04-938 7398

E-mail : azrulzainol@gmail.com

LinkedIn : www.linkedin.com/in/azrul-syafiq-zainol-abidin-666753119

Nationality : Malaysian

Age : 31

DOB : 1 January 1992

Address : 30P-14-B, Apartment PKNS Kampung Baru Block B, 50300, Kuala Lumpur.

□ Education Background □

- 1. Master of Science (MSc) in Nano Electronic Engineering**
Research-based mode
Universiti Malaysia Perlis, 2016 – 2018
- 2. Bachelor's Degree in Industrial Biotechnology**
Universiti Malaysia Pahang, 2011 - 2015
CGPA: 3.4
- 3. Matriculation Program (Life Science)**
Kolej Matrikulasi Perlis, 2010 – 2011
CGPA: 3.52
- 4. Sijil Pelajaran Malaysia (SPM)**
Sekolah Menengah Kebangsaan Tengku Suleiman, Beseri, Perlis, 2005 - 2009
Result: 10A

□ Working Experience □

1. Public Bank - Senior Executive (June 2018 - Present)

a. Cash Management Products and Effective Customer Handling Proficient in managing various

Support Collection Services, including:

- Bill Payment via Internet Banking
- Self Service Terminals
- Payment Agent/Services
- PBB Direct Debit Service
- PayNet Direct Debit Service
- JomPAY
- Statutory Payment (Payment to government bodies)
- eDistribution (Unit Trust)
- eDividend
- Online Bulk Payment (Salary/Vendor payments)

b. Customer Experience and User-Centric Improvements:

- Implemented user-driven improvements for delightful **customer experiences**.
- Utilized **data analysis**, research, surveys, and studies to address customer needs effectively.
- Prioritized high-impact improvements based on market trends and **competitor analysis**.

c. Internal Process Optimization and Performance Monitoring:

- Optimized internal processes and **SOPs** to align with user requirements.
- Established streamlined processes and performance indicators for daily platform operations.

b. Marketing Campaigns and Client Analysis:

- Conducted **in-depth market research** to identify corporate banking client needs, tailoring marketing strategies accordingly.
- Collaborated with cross-functional teams on compelling marketing materials for corporate clients.

c. Compliance, Fraud Prevention, and Usability Testing:

- Maintained accurate **compliance documentation** for internal and external audits.
- Conducted regular **fraud** awareness training, promoting vigilance and prevention best practices.
- Conducted **usability tests** and focus group interviews for seamless feature implementation.

Other Experiences:

- 1) Research Officer, UniMAP, Sept 2015 - Mar 2018:
 - a. Advanced laboratory work with high-end equipment handling.
 - b. Contributed to the early detection of anxiety and stress-related diagnosis project.
- 2) Industrial Training, Technology Park Malaysia Biotech Perlis, Feb - Aug 2015:
 - a. Gained expertise in advanced laboratory work.
 - b. Involved in healthy herbs food formulation, food quality assessment, analysis of major nutrition facts, and various microbial tests.
- 3) Sales Assistant, Ehzany Book Store, Jun - Sep 2011:
 - a. Developed strong communication, time management, and planning skills.
 - b. Provided exceptional customer service and handled quotation and orders from UniMAP staff around Kangar.

□ Professional Experience □

1. 2013 - Final Year Project (UMP)

- Title: The Characterization and Validation Of Glycosaminoglycan and The Development of The Anti-Blemish Cream from Aquatic Halal Source (Green Shell Mussel)
- Skills Acquired: Project Management, Thinking Skills, Analytical Skills, Research, Planning Skills, Presentation Skills, Time Management

2. February - December 2017 - Erasmus and International Collaboration UniMAP-CVUT

- Nominated for winter semester exchange program in Czech Technical University, Prague, Czech Republic.
- Research collaboration between UniMAP-CVUT in detecting anxiety disorder using biosensor.
- Training in sensor fabrication process at CVUT.

□ Extracurricular Activities □

1. December 2012

- Committee members of 'Program Malam Puisi dan Kesenian'
- Accomplishment: Involved in activities organized by 'Perwakilan Mahasiswa Kolej Kediaman 1.'

2. May 2013

- Committee members of 'EL DIA DE ESPANOL'
- Accomplishment: Involved in activities organized by 'Espansia Club.'

3. December 2013

- Committee members of Biotechnology Talk
- Accomplishment: Involved in activities organized by the 'Faculty of Science and Technology.'

4. November 2015

- President of Intellectual sharing between Prince of Songkla University and University Malaysia Pahang
- Accomplishment: Organized the Intellectual visit to Prince of Songkla University and visited Krabi to discover how the biological ecosystem helps to plump up the economic.

□ References □

1) Assoc. Prof. Dr. Ruslinda Binti A. Rahim <ul style="list-style-type: none">• Director of Nanotechnology Center (NNC), Ministry of Science, Technology and Innovation (MOSTI) Malaysia.• 019-5584 823• ruslinda.rahim@unimap.edu.my	2) Muhammad Afiq Bin Rosalan <ul style="list-style-type: none">• Assistance Manager Public Bank Berhad• 018-216 8995• muhammad.afiq@publicbank.com.my	3) Shahrizal Bin Kamaruddin <ul style="list-style-type: none">• Penguasa Kastam WK41• 012-3394804• shahrizal.kdin@gmail.com
--	--	--