

ANIS NAJIHAH

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EXPERIENCE

2022 TO PRESENT

UI/UX DESIGNER, ASSISTANT MANAGER

AFFIN BANK BERHAD

- Supervising agile projects internally across Business & IT and externally with partners and vendors in the implementation of digital innovations & services.
- Implement more customer engagement activities.
- Integrate and improve SME Colony as one-stop centre Application for SMEs.
 - Enhance service level by improving the turnaround time.
 - SME Colony: Innovation & features.
- Grow user base through new or existing promotional channels.
- To improve and maintain total App downloads of 50,000 from existing distribution channels.
- Enhance of SME Colony with continuous UI/UX improvements.
 - ESG Module
 - Amal
 - Video & Podcast
 - Business Identifier
- Participate on enterprise-level relevant digital initiative that relevant to Enterprise Business division.
 - Further improvement on A1addinbiz
 - Salesforce marketing tools
- Leading and managing automation projects and enhancement for the business.
 - Ensure that processes and workflow are being improved, repetitive activities reduced, and data accuracy increased.
 - SME Colony UI/UX testing process.
 - SharePoint migration for all DBI's file.
 - BAU task including data maintenance process.

2017 – 2022

DIGITAL BUSINESS & INNOVATION, EXECUTIVE

AFFIN BANK BERHAD

- Supporting the Head of Unit for the overall initiatives on Digitization and Innovation in the division.
- Contributes to overall profitability of Affin Bank by finding and executing innovative method in uplifting overall business for SME & Commercial Business.
- Explore innovation or a breakthrough/new idea via digital channel.
- Improve customer experience by enhancing communication materials/collaterals via eChannels.
- Collaborate with Business Unit to organize and implement promotion campaign via Intranet & Corporate Website.
- Operate as a contact for web content update on product initiatives or campaign.
- Administrator of the SME Corporate Website & SME intranet portal.

JAN 2015 - AUG 2015

CIO-FINANCE INTERN

PETRONAS HOLDING BERHAD

- Prepared and analyzed User Experience Survey (UeX).
- Involved in ICT Training proposal (Microsoft Training) and organize slot.
- Administrator and Control SmartFinance Portal.
- Created Finance Community of Practices (CoP) Portal and user guidebook.
- Formulated and executed an engagement with CoP members.
- Prepared interactive SmartFinance Bulletin.

- Organized Regional Roadshow, it an awareness engagement with other Shared Material & Service Organization (SMSO) at Kerteh, Bintulu and Central.
- Provided invitation for ICT forum and presentation slide every month.

EDUCATION

MAY 2013 - DECEMBER 2016

BACHELOR OF TECHNOLOGY (HONS) BUSINESS INFORMATION SYSTEM,
UNIVERSITY TECHNOLOGY PETRONAS

- Graduated, with a CGPA: 3.14

MAY 2012 - MAY 2013

FOUNDATION IN BUSINESS INFORMATION SYSTEM,
UNIVERSITY TECHNOLOGY PETRONAS

- Graduated with distinction, with a CGPA of 3.00

SKILLS

- XD
- Illustrator
- Photoshop
- KENTICO system
- GSM system
- Microsoft Office

CERTIFICATIONS

- Member of the Asian Institute of Chartered Bankers (AICB)
- International lifesaver Certificate, Id no (MAS-13-078) International Life Saving Federation (ILS)
- Instructor Certificate - Life Saving Society Malaysia
- EAR Certificate (Bronze Medallion) Life Saving Society Malaysia
- HTML5, CSS3, & JQUERY Training Certificate

ACTIVITIES

Under YEA! March 2018 - November 2019

- YEA! in AffinBank Group CSR Activity - Soup Kitchen Pusat Khidmat Gelandangan Medan Tuanku
- YEA! CSR Initiative at Orang Asli Settlement Kg Kachau Luar
- Enterprise Banking Green Programmed - plant 60 trees

REFEREES

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