

I'm Clayton **Chew Sun-Ny**

# I solve problems through design and technology.

From software product management to project management, I have a broad specialization in design, technology, security and compliance with 8 years of experience.

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 Kuala Lumpur, Malaysia.



## About Me

I'm a Kuala Lumpur-based techie and a design advocate.

I have deep passion in software/web technologies and user experience design. You could say i'm a huge nerd for tech and design.

When I'm not working, i love exploring new technology to tinker with.

## Work

### PrimeKeeper Malaysia Sdn Bhd

Product (Technical) & Compliance Manager

Jul 2015 to Present

I co-founded a FinTech company, PrimeKeeper, a marketplace banking platform that works closely with banks, financial service providers and retailers in Malaysia.

In the early days during its inception,

- I took on the role in leading the design and innovation aspect of the company's products and services.
- I created the initial prototype that visualise the vision of the platform and has won over many banks to express interest to onboard as bank participants.
- I designed the initial integration model and system architecture of the platform.

At present,

- I have recently taken lead on the UX design of the App and acted as co-coordinator with the developers in building the platform.
- I define technical requirements to satisfy product, security and compliance requirements of the platform.
- I gather technical requirements and manage the technical aspects of integration projects with BFSI and service providers.
- I assess and address risks in relation to the product and ensures that the system and the company are in full compliance with Bank Negara Malaysia's regulatory requirements, PCI DSS and ISO27001 standard.

### Bank Muamalat Malaysia Berhad

Project Basis

2016

I worked with Bank Muamalat in creating new design and experiences with their internet banking and mobile banking app, i-Muamalat.

- I designed wireframe and user interfaces of their internet banking and mobile banking app, i-Muamalat.
- I produced prototypes to help the board of directors of the bank to realise the vision of their new internet banking and mobile banking app.
- I handed off the design and coordinated with their developers in incorporating the new design.

# Work

## Bojio Sdn Bhd

Founder

Feb 2014 to Mar 2015

I founded a social platform, Bojio that rewards users each time they meet, face-to-face. The social platform was initially developed and launched as a social experiment. Within 3 weeks after its launch, the platform grew viral with 30,000+ active users on the platform.

- I designed the Bojio brand and the user experience of the platform.
- I led a team of developers in building the platform.

The social platform, Bojio was later acquired by a Penang based company.

## Happ Group Sdn Bhd

Co-Founder

Mar 2014 to Sep 2015

Together with a celebrity DJ, we co-founded a digital influencer marketing and content creation agency, with a simple mission – to help brands connect with the community.

- I led a team of graphic designers and copywriters.
- I managed social influencers to ensure they keep up with the planned schedules, i.e. media appearances and social postings.

I later resigned to focus on other venture.

## SpringBlink / Netpix Sdn Bhd

Founder

Mar 2010 to Aug 2014

Initially started as a freelance gig, I founded a consulting and software development company, specialising in design-led approach in user experience, marketing and software development.

- I consulted and worked closely with clients on developing small scale applications.
- I worked closely with a partner in the research & development of Augmented Reality (AR) technology that can be packaged into a mobile application. The technology was later sold as a product for various use cases for clients, such as for name cards, annual reports and marketing materials.

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# Credentials

## Education

**Bachelor of Science, Computer Science**

University of London

2020 – 2024 (currently pursuing)

**Sijil Pelajaran Malaysia (SPM)**

Penang Free School

2005 – 2010

## Professional Certifications

**Certified Payment Card Industry  
Security Implementer**

2019

**Certified ACA Cloud Computing  
by Alibaba Cloud**

2020

**IBM Data Science Professional  
Certificate**

2021