

Shafira Noh

✉ hai@shafiranoh.com • 🌐 shafiranoh.com • in shafiranoh

Summary

Teacher, Content Developer, and Service Designer with a Top 10 World Ranking in Interaction Design. Formerly Campus Director for Effective Thesis, specializing in AI Safety advocacy and governance. Continuous track record in mini-educational program design, high-impact facilitation, and product-led experimentation. Bridging the gap between AI safety research, public communication, and student-centered educational delivery.

Core Experience

Effective Thesis

Remote

Campus Director (AI Safety ASEAN)

2025–Present

- Spearheaded 1 regional student engagements for AI Safety within the ASEAN region.
- Facilitated workshops and 1:1 advising sessions to help 3-7 students navigate high-impact thesis topics.
- Identified and mapped local academic stakeholders to build a sustainable pipeline for impactful research, resulting in a 10% increase in thesis development among AI safety researcher in SEA.

Self-Employed

Malaysia

Independent AI Safety Researcher & Advocate

2022–Present

- **Successif AI Safety Advocacy Fellow (2025):** Led advocacy project pilot for middle-power compute governance.
- **ML4Good Participant (Singapore):** Prototyped 2 compute governance mapping as an extension to PauseAI's research.
- **National Speaker:** Designed, tested and delivered AI Safety mini-workshops to 300+ STEM teachers in collaboration with Teach For Malaysia.
- **Hackathon Winner:** Designed, tested 4 program formats (cohort, workshop, curriculum integration) through 26 iterations, and won the Apart Hackathon for "Morph," an AI Safety Public Education prototype.

Various Organizations

Malaysia

Freelance Rapporteur & Strategic Consultant

2018–Present

- **Stakeholder Engagement:** Conducted interviews and roundtables for state-level institutes (WBS), startup (VerdasAI), and NGOs (BERSIH) to translate complex technical data into actionable works.
- **Program Design:** Led digitalization initiatives for 30+ B40 SMEs under Undi18's Parliamentary Fellowship and 4 AI Safety adjacent programs to support students in navigating career decisions aligned with impact pathways & their personal north-star.
- **Crisis Management:** Developed COVID-19 guidelines for Parliamentary Offices, focusing on clear, accessible communication for diverse demographics for populations of 800,000+ people in Petaling Jaya.

MUDA Party / Maribantu

Malaysia

Tech Team Lead (Volunteer)

2021–2022

- Designed and deployed lean ad-hoc systems for volunteer onboarding and inventory management using low-code tools to assist 30+ internal team to assist 11,000+ flood-affected people in 8 states.
- Managed candidate dashboards and tracking systems during high-pressure election cycles to assist 6 candidates, developed under 3 hours.
- Iterated on user feedback from hundreds of volunteers to improve RSVP and registration flows in real-time.

Education & Certifications

Open University Malaysia (OUM) <i>Undergraduate Studies (Education)</i> Focus on Instructional Design and Pedagogy. Gained foundational expertise in syllabus construction, learning taxonomies, and the design of structured educational programs before transitioning to full-time service design.	Malaysia 2020–2021
Interaction Design Foundation <i>Service Design & Interaction Design</i> Certified in Service Design and UX research methodologies.	Top 10 in the World 2020
BlueDot Impact / AI Safety Camp <i>AI Safety Alignment & Governance</i> Specialized certification in AI governance, compute, and alignment principles.	International 2023–2025
Management and Science University (MSU) <i>BSc Bioinformatics</i> Interdisciplinary study of biology, computer science, and statistics.	Malaysia 2012–2016
RZS-CASIS <i>Audit Student: Philosophy & Science</i> Long-term study of philosophy of science and the nature of man under Prof. Wan Mohd Nor Wan Daud.	Kuala Lumpur 2011–2023

Skills & Tech Stack

Design Thinking: Service Design, Product Discovery, User Interviews, Lean Experimentation.

Facilitation: Workshop Facilitation (English/Malay), Public Speaking, Career Advising, Stakeholder Management.

AI & Data: Python, R, Prompt Engineering, Compute Governance, ML Safety Frameworks.

Product/No-Code: Airtable, Zapier, Make, Webflow, Hubspot, Typeform (Stack for rapid prototyping).

Selected Media & Community

TikTok: 120k total viewership, resulting for 50+ direct students & 15 companies.

Podcast: Guest on MrMoney Podcast (AI & Jobs) and Podcast Ilmu 08 (AI Ethics).

Writing: "From Followers to Influencers: Malaysia's Agenda for Global AI Governance" (BlueDot, 2025).

Broadcast: Host for Durioo+ Science show (7 episodes teaching science to children aged 5-12).

Additional Information

- **Languages:** English, Malay, Arabic
- **GallupStrengths:** Command, Relator, Achiever, Significance, and Learner

References

- **Johanna Farnhammer**, Previous Team Lead at Verdas AI (johanna.menges@gmail.com)
- **Farhan Syafiq**, PauseAI Research Lead (farhanpapin@gmail.com)
- **Josep Curto**, Facilitator at BlueDot AI Governance (jcurtod@uoc.edu)