

ADIL ABDUL HALIM

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Portfolio: adilatwork.com

SUMMARY

I've lived many parts of this role. I ship with AI daily for my products, pushing the tools and trying new use cases so I speak the community's language firsthand. And I've spent years doing the rest of the job: building my own sourcing process to find high-signal people as a VC, interviewing experts from every walk of life as a podcast host, turning what they know into narratives and product insight, and gathering people into real-world communities.

EXPERIENCE

Independent Founder & Builder

Multiple Products | End 2024 – Present

- Build, distribute, maintain multiple consumer software products with thousands of users. Owning the full loop: product, launch, distribution, marketing, support.
Roomsmith (2,000+ users). Home design & viz tool for homeowners/renters
 - Designed viz tool for non-technical homeowners. Created UX that works for people who have never used an image generation or any home reno tool before.
 - Built custom image generation and image editing pipeline with combination of low cost open source multimodal models + SOTA image models to optimize for speed, quality, consistency of output.
 - Built custom testing pipeline and tool for image model benchmarking and testing of different image prompting techniques to achieve consistent output.
- Dwindle** (5,000+ paid users). Visual countdown iOS widget
 - Designed multiple UI, widget iterations to find one that best presents relevant info
 - Grew rapidly and organically. Users, creators posted about the product unprompted and it spread virally.
- Housestage** Bulk virtual tidying and staging iOS app for real estate
 - Interviewed real estate agents to surface day-to-day pain points, then turned what they told me directly into product — building alongside partner agents in a tight feedback loop
 - Reached every real estate agent in Singapore through direct outreach, using custom-built WhatsApp and email tools

Creator @half.baked.home, @adilatwork, The Rice People Podcast

@half.baked.home, @adilatwork, RicePeople Podcast | Various - Present

- Rapidly grew platform (@half.baked.home) to 21k followers and turned it into in-person communities: demo nights, creative fairs bringing together engineers, artists, creators.
- Translating niche subjects into accessible, engaging content + build-in-public content @adilatwork. From Dyson's vertical farms to election policy.
- Co-hosted Rice People Podcast: long-form interviews with people doing singular work in Asia: founders, a funeral director challenging tradition, indie game dev in Manila. Sourced every guest; owned research, interviewing, editing, and distribution

Investment Associate

Tanglin Venture Partners | 2021 - 2024

- Built sourcing processes to find early-stage founders across Singapore, India, and Indonesia for Tanglin's Fund 2 (\$50M) and 3 (~\$200M). Led sourcing for SG and ID.
- Earned and led founder meetings. Documented and synthesized qualitative diligence into memos the investment panel used to make decisions
- Built a variety of internal tools to assist sourcing and company tracking. From LinkedIn scraping tools, country-specific app store movement monitoring to category synthesis.

Design Engineer

ResMed | Singapore & Sydney | 2019 - 2021

- Designed components and helped launch newer variations of ResMed's best-selling masks (AirFit N20, AirFit P10). More than 500,000 pcs sold annually.
- Designed and led evaluation and testing of key components: the interface foam contour on the N20, the filtration component on the P10. Worked with manufacturers across MY, SG, and CN on tweaking designs for manufacturability and scale.
- Filed 4 US patents spanning hardware and software.

EDUCATION

Nanyang Technological University

B.Eng Mechanical Engineering, 2019

SKILLS & APPROACH

Core Strength

0-1 product design & thinking, startup execution speed, systems thinking, collaboration

Research & Storytelling

Qualitative research & interviewing, outreach & sourcing, writing, short-form video

Tools & Technology

ChatGPT, Codex, Claude Code, Cursor, Figma, Framer, After Effects, Final Cut, DaVinci Resolve, HTML/CSS/JS, Next.js, React, Tailwind, 3D CAD

Languages

English, Malay, Bahasa (spoken)

SPEAKING

Claude Code SG

How we built Roomsmith

Friends of Figma SG

Design × AI