Mustafa Jamadar



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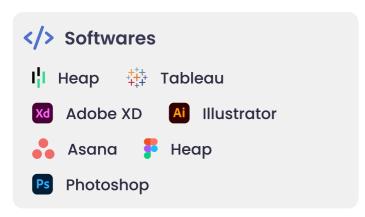
Education

Babaria Institute of Technology (GTU), Vadodara, India

B.E in Computer Science and Engineering

2011-2015







Awards

Employability Training Certificate 2020

Accredited by NCFE, London

Employee of the Month, June 2018

CIG, Dubai



Work Experience

6+ years

Senior UX/UI and Graphics Aug 2021 - Present Designer

Sign in Scheduling Formerly 10to8 | London

- Managed complete User Interface development project of product and website including creating brand guidelines, design system, user-research, roadmapping, prototyping, wireframina, infoarchs, project management, scrum and delivery.
- Lead two major UI Revamp projects post acquisition to align with new company brand guidelines and user interface.
- Achieved Signups target by added +5 and reduced churn rate by 13%.
- · Working with peers to identify and gather analytics to identify pain points, produce roadmaps and make product decisions with PM.
- · Liaised with a number of dept. to define and execute clear business goals across product and all digital platforms
- · Managed part of scrum including grooming tickets, handling milestone priorities,
- · Collaborate and provide direction to developers and marketing team.

Product Designer

NOV 2019 - JAN 2021

Beautrix | London

- Designed and delivered a cross platform, Saas App.
- Did user research, conducted user interview, created personas and Storyboards.
- Created Workflows, Wireframes, hi and low-fidelity prototypes to test concepts, communicate design ideas for usability tests.
- Facilitating user tests including producing materials for Usability testing of prototypes with stakeholders and Developers.

Web Developer & Social MAY 2019 - AUG 2019 **Media Manager**

Little Jannah Organic Spa | London

- Full Re-design of existing website using Wordpress.
- Image editing, UX Writing and colour match for Brand
- Usability testing, Content update and SEO optimization.
- Accounts Created and Integrated with best-in-class social media
- · content for Instagram, Google & Facebook.
- - Achieved 100+ Google Reviews, 1000+ Instagram **Followers**

Product/Graphic Designer OCT 2016 - MAR 2019 and IT Admin

Capital International Group | **Dubai**

UI/ UX Designer

AUG 2015 - JUL 2016

ZaydTech Technologies | Remote