

Mustafa Jamadar

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Education

**Babaria Institute of Technology (GTU),
Vadodara, India**

B.E in Computer Science and
Engineering

2011-2015

Skills

Technical Acumen

Quantitative analytics

UX Research

Ideation

Personas

Lifecycle Management

Product roadmap

A/B Testing

User journeys

Facilitation workshops

Storyboards

Metrics Tracking

Competitive analysis

Resource Allocation



Design System

Hi-Fi Prototyping

Usability testing

Softwares

 Heap  Tableau

 Adobe XD  Illustrator

 Asana  Heap

 Photoshop

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, wireframing, 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

[Beatrix](#) | 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 design
- 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 and IT Admin

OCT 2016 – MAR 2019

[Capital International Group](#) | Dubai

UI/ UX Designer

AUG 2015 – JUL 2016

[ZaydTech Technologies](#) | Remote