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Barcelona, Spain

## EDUCATION

Current  
IBM SkillsBuild AI Fundamentals  
Coach: Relationship, Business, Spanish

Google Cyber Security Coursera, 2024  
Google UX Design Coursera, 2023  
Product Management Codeop, 2022  
Fullstack Bootcamp Codeop, 2021

## TOOLS

AI: ChatGPT, Perplexity, Sora  
Agile: Miro, Figma, Jira, Atlassian, Notion  
Office: Microsoft 365, Teams, HubSpot, Sharepoint, Keynote, PowerPoint  
Graphic: Adobe Creative Suite, Canva 3D  
tools: 3D SMax, VRay, SolidWorks Tech  
Stack: Figma, JS, React, Vue, MySQL, JSON, CSS, HTML, API, Axios, Sequelize, Git, Github

## SKILLS

User/Information Flows & User Journey Mapping  
Concept Sketching to Product lifecycle Development Systems Design Thinking  
User/Customer & Market Research  
Qualitative & Quantitative Research  
Brand and CI Development  
Graphic Design  
3D Modeling & Rendering  
Crochet & Sewing Freestyle

## LANGUAGES

Languages Levels :  
(Native / Fluent / Intermediate / Beginner B1- B3 )

**English** (Native)  
**Afrikaans** (Native)  
**Spanish** (B1)  
**Catalan** (B3)

## VOLUNTEER

**TechFems** Comms Director (2023- )  
<https://techfems.org>  
**CodeWoman** Volunteer (2020-2023)  
<https://migracode.org/codewomen/>

# NURJANNAH OMER

## PRODUCT/GRAPHIC DESIGNER

Creative professional with over 15 years of international, cross-cultural experience across B2B, B2C, and startup environments. She combines a strong tech foundation with an entrepreneurial mindset and consultancy-driven approach to deliver strategic, user-centered design solutions. Her background spans design, customer experience, and systems thinking—enabling her to align cross-functional teams, drive scalable outcomes, and support continuous product and brand growth. Detail-oriented, adaptable, and client-focused, she brings empathy, efficiency, and a passion for innovation to every project.

## EXPERIENCE

### Fulltime Account Manager & Sales Support EMEA & US

Turnkey Group | Singapore | Sept 2022 to Aug 2024  
Sector: ESG SaaS **B2B** Startup

Implemented a **Agile Project Management** system ensuring rapid response to resellers, agents and direct sales operations issues. Assisted in managing the up keep of system back-end across key accounts. Reported and followup of issues to product developers and clients ensured a higher customer retention rate. Created systems for repetitive tasks that led to **25% improvement** in project delivery time and cross-departmental collaboration. **User Experience Optimisation** through personalised onboarding experience, resulted in **80% increase in customer satisfaction scores**. Solved a longstanding logistics model issue by data upload process enhancements.

### Autonomo Consultant (UX + Service + Product Design)

Agency Experience: On & On, Estudiferrer | Barcelona | March 2010 to 2022 | Sector: B2B, B2C, Startups, Corporate

#### The Glenrothes Whisky project rebranding

**Cross-Functional Team Collaboration** resulted in 50% improvement in project alignment and efficiency by aligning cross functional teams (Edrington | The Glenrothes Global).

**0% fail rate** through direct communication with vendors globally, ensuring files were setup according to their spec. Print issues solved on the fly, correct file formats led to labour and time saving costs for global reprinting.

**System Design** across various SKUs led to a 55% increase in production efficiency and a 20% reduction in time-to-market.

**Rebranding Initiatives** played a key role in a 60% increase in brand recognition and a 85% rise in consumer engagement.

**Lufthansa Global Conference Design and Production** (Lufthansa | South Africa, Canada, Turkey, Germany) Applying new LH Group brand book to ensure consistency across multiple platforms, achieving a **35% increase in global recognition**, engagement and a **20% reduction** in print and transport costs by implementing a new display system. Created a product roadmap and deadlines with head of Marketing South Africa. Worked directly virtually with marketing heads of each LH Group Airline, working virtually across various countries.

**Red Dot Design Award** (Fungilab Laboratory Equipment | BCN, USA) worked with a team of designers and engineers to create the first cloud connected viscometer. Created the product branding and design of the user interface.

**Targeted Q&Q User Research** resulted in an intuitive lab technician user experience with seamless interaction resulted in **65% improvement** in lab tech task performance speed and accuracy. **Multidisciplinary teamwork** on varied projects led to identifying product needs sooner. Fail fast approach ensured explored possibilities within budget constraints, focusing on creating value and meeting stakeholder expectations.