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BARCELONA, Spain (hybrid)

EDUCATION

Artificial Intelligence Fundamentals,

IBM Skills Build, July 2025

Google Cyber Security, Women4Cyber

Scholarship Coursera, December 2024

Google UX Design, Migracode

Scholarship Coursera, 2023

Product Management, Codeop, 2022

Fullstack Bootcamp, Codeop, 2021

TOOLS

AI: ChatGPT, Perplexity, Sora

Agile: Notion, Miro, Jira, Atlassian, Figma

Office: Microsoft 365, Teams, Sharepoint, Hubspot, 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

https://github.com/sketch-77/FS7-obay

SKILLS

SOFT SKILLS:

Systems & Design Thinking, Empathy & Active Listening, Cultural Adaptability.

HARD SKILLS: AI & human friendly, Customer & Product Market Research and Analysis, Qualitative & Quantitative Research, Brand and CI Development, Graphic Design, Finish Artist 3D Modeling & Rendering. Freestyle crocheter and acrylic abstract artist

LANGUAGES

Languages Levels :

(Native / Fluent / Intermediate / Beginner B1- B3)

English (Native) | **Afrikaans** (Native)

Spanish (B1) | **Catalan** (B2)

VOLUNTEER

https://techfems.org, 2023 to , Communications Team Director

https://migracode.org/codewomen/ 2020 to 2023, Volunteer

NURJANNAH OMER

PRODUCT DESIGNER

Multidisciplinary product designer with 15+ years of global experience across industrial, graphic & product design. Experienced in designing scalable solutions and contributing to the creation of design systems from the ground up. Detail-oriented and collaborative, she brings adaptability, efficiency, and a passion for innovation to every team and project. Comfortable working with modern design tools and cross-functional teams to deliver impactful products used by professionals worldwide.

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.