MUSTAFA ZAFAR
USER EXPERIENCE DESIGNER

I have extensive experience creating engaging native mobile apps, websites and services, based on user-centered design principles.

Combining my strengths in product strategy, information architecture and user experience design, I've delivered effective solutions for a diverse group of clients across startups, consumer goods, government and media.

EXPERIENCE

LEAD UX DESIGNER   August 2015 – December 2018
Callsign, UK

Working closely with the product team, I was responsible for user experience across all products. Helped pivot the data-sharing app into an AI-driven, multi-factor authentication platform for banks and enterprise.

Along with this, I was also a product owner on scrum teams delivering native mobile apps and web admin tools.

FREELANCE LEAD UX CONSULTANT   January 2013 – August 2015
Mungopod, UK

Lead designer on various web builds and mobile apps. Worked with digital agencies and early-stage startups including:

- **ParentsNearby**, an award-winning Tinder-like app (iOS, Android) for meeting like-minded parents in your neighbourhood. Delivered personas, wireframes, prototype, user testing and specifications.
- **Crown Bioscience**, a bilingual, responsive website for a leading cancer research organisation. Provided information architecture, wireframes, prototype, animations, specifications and testing.
- **SaaS startup** for an upcoming startup managing creative film IP disbursements. Provided detailed user flows, mockups and a web prototype for offline use.
- **OMM Challenge**, a meditation learning app (iOS) and responsive website. Delivered user flows, wireframes, prototypes and specifications.
- **Intelligent Replenishment**, a SaaS startup fixing in-store stock management for retailers (eg Tesco). Developed strategy, user flows, mockups and prototype of the MVP app and web dashboards.

SENIOR PRODUCER & UX DESIGNER   January 2012 – December 2013
Nimble Mobile, UK

Defined user experience of apps and responsive websites, providing strategy, research, information architecture, user flows, wireframes and prototypes. Liaised with clients to set objectives, collaborate and conduct user testing to ensure completed projects met business objectives.

Continue…

CONTACT
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PORTFOLIO
www.edgema.com/portfolio
Recent work under NDA

SKILLS
Product Strategy
User Research
Information Architecture
User Flows
Wireframes and Prototypes
User Stories / Specifications
Usability Testing

SOFTWARE
Sketch / Figma
Visio / Gliffy / Other
Photoshop / Affinity Photo
Invision / Marvel / Flinto
Jira / Asana / Trello
HTML / CSS

PLATFORMS
Android
iOS
Web

LANGUAGES
English
Urdu / Hindi

INTERESTS
Architecture
Data Visualisation
Maps
Reading
Travel

Continued…

Worked with various media, consumer business, digital agency and startups including:

- **Q App**, (iOS, Android), website and marketing touch points to build out a UK-wide, mobile payment platform for hospitality. Deliverables include strategy, user flows, wireframes and usability testing.
- **YuDoMail**, a workflow-driven email for the finance industry. Developed user flows and wireframes for their iOS app and responsive website.
- **MTC English**, multilingual app (iOS, Android) for teaching English pronunciation. Provided strategy, research, wireframes and specifications.
- **BBC TopGear News** app (iOS, Android, Blackberry) strategy and wireframes for new features, additional revenue streams and enhanced the user experience.
- **BBC TopGear** responsive website with content audit, user flows and wireframes.
- **BBC GoodFood** responsive website design for home and search funnel pages.
- **InsureandGo**, concierge-like mobile and tablet apps to inspire travel and provide assistance for customers. Defined strategy, content, wireframes, and prototypes.
- **The Brooke** charity's field support tablet app for bovine health assistance in developing countries. Worked on strategy, content, wireframes and specifications.

DIGITAL PRODUCER AND UX   December 2008 – June 2011
Adelaide City Council, Australia
Defined online, mobile and social media strategy, and user experience design for digital marketing and communications. Worked with various stakeholders across the council businesses to design digital services supporting their needs and requirements, while reducing complexity for customers.

WEB ANALYST   October 2004 – September 2008
Foster's Group, Australia
Provided strategic advice and wireframes for wine websites and campaign micro-sites. Designed internal and distributor web apps. Provided regular analysis for marketing teams. Defined Foster's website guidelines and reduced turnaround time for web requests by 50% through various service improvements.

EDUCATION

Master of Information Technology, 2004–2005
University of South Australia, Australia

Bachelor of Architecture, 1994–1998
Indus Valley School of Art and Architecture, Pakistan

AWARDS

- **ParentsNearby app**, Best use of location services, MoMA 2015
- **QApp app**, Commendation for mobile/tablet customer facing app, MoMa 2014
- **Picture Adelaide website**, Australian Marketing Institute 2011
- **Victoria Square Adelaide website**, Australian Graphic Design Association 2011

For recommendations, please see: www.linkedin.com/in/mustafazafar
References available upon request.

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