MUSTAFA BAZMI

UI/UX DESIGNER

+917000486462   bazmimustafa455@gmail.com

Bē https://www.behance.net/bazmimustafa4256   www.linkedin.com/in/mustafabazmi/

❝ As a UI/UX designer, I am passionate about building next-generation digital interfaces that blend creative thinking with user-first strategies. Guided by a commitment to delivering value, I focus on creating designs that not only look great but also solve real-world problems and elevate the user experience.

PROFESSIONAL EXPERIENCE

Kolonizer Real Business Solutions (Realty Organiser)   Bhopal

UI/UX Designer   June 2024 - December 2024

- Redesigned the company's web CRM from the ground up to enhance **usability** and **visual appeal**.
- Established a cohesive **design system**, including **typography, color palettes,** and **iconography**, in collaboration with senior leadership, improving interface consistency.
- Developed interactive components, animations, and prototypes, ensuring **user-friendly** and **developer-friendly interfaces**.
- Applied **Design Thinking** principles to create intuitive application screens, iterating designs based on feedback for continuous improvement.
- Collaborated with cross-functional teams to deliver a seamless and visually compelling user experience.

Technotask Business Solutions pvt. ltd.   Bhopal

Lead Graphic Designer   June 2022 - May 2023

- Designed and managed investor and client pitch decks to effectively communicate the company's vision and objectives.
- Created engaging social media content and daily emailers, driving **increased audience engagement**.
- Mentored and managed three design interns through one-on-one sessions, fostering their professional growth and design expertise.
- Oversaw up to five tasks simultaneously, ensuring high-quality and timely project delivery.
- Led branding efforts for company events and designed creative collaterals, including wall designs.

ACADEMIC PROJECTS

Sustainable Fashion in college campus- Research and App Design

- Did extensive secondary and primary research to get to a problem statement
- Brainstormed and ideated for the ideas with an open mind
- Utilized **Design Thinking** methodology to create a **user centric design solution**
- Developed comprehensive app prototype with Figma addressing sustainable fashion exchange

Jal Chetna Bhopal- A Design research project done on clean water and sanitation

- Conducted detailed **secondary research** for Shahpura lake in bhopal
- Took in person **unstructured interviews** of the people of that locality including visitors, employees & shopkeepers
- Did a **structured interview** with the chief engineer of WAPCOS limited who had worked for Shahpura before
- Utilized UX tools such as Interview analysis and **affinity mapping** and brainstorming to Present the research
- Designed the campaign named **Jal Chetna Bhopal** as solution

Designing for Rural India- Ethnographic research and problem solving

- Conducted field research in Ratnakhedi Village, engaging with locals to understand their challenges and lifestyle.
- Conducted interviews and observations at key community spaces, including the temple, school, and residential areas.
- Produced a 7-minute documentary highlighting research insights and observations.
- Identified a core problem statement and proposed a solution leveraging WhatsApp Business for skill monetization.
- Developed an implementation plan focused on awareness and practical adoption to drive impact.

Pet Pooja POS – Redesigning UI for kiosk

- Conducted on-site visits to restaurants and cafes using Pet Pooja, gathering insights from owners and employees.
- Took a comprehensive software demo to understand its functionality and user workflow.
- Performed competitor analysis to benchmark features and identify improvement opportunities.
- Redesigned and streamlined the interface, focusing on a user-centered design approach.
- Introduced and designed features for in-house delivery partner tracking, supplier management, and inventory listing.

SKILLS

Software: Figma | Adobe Illustrator | Adobe Photoshop | Blender 3D | Microsoft Powerpoint

Design Skills: Design Thinking | User Research | User Centered Design | Typography | Color Psychology | Layout | Prototyping | Research analysis | Journey mapping | Empathy mapping | User Interface | User Experience | Graphic Design | Branding | Mockups | Wireframing | Leadership

EDUCATION

Maters of Design – User Experience Design
Jagran Lakecity University, Bhopal

Aug 2023 – May 2025

Bachelor of Science – Graphics & Communication Design
World University of Design, Sonipat, Haryana

Aug 2019 – May 2022

ACHIEVEMENTS

- **Batch Topper** for consecutive 2 semesters in M.Des with current CGPA of 9.14
- Got offered **100% Scholarship** for **Academic Excellence**