

AFAA.

Hi! I'm Atif.

**I'm a (Product + Marketing + Conversion)
Designer.**

I'm a creative and logical problem-solver
who takes pride in conceiving and delivering
data-informed design solutions.

[SCROLL DOWN](#)



Why scroll, you ask?

Here's what to expect →

up next

About me.

01 About Me

Get to know a little bit about me, my principles, my values and my approach.

02 My Journey

Where did I come from and how did I get here? What is so different about me?

03 Expertise

Here're some things I am actually good at a.k.a things you're probably most interested in.

04 Snapshots

A brief view of some of the projects I've worked on.

05 Connect

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In a nutshell..

I'm a creative and logical problem-solver. And my background and passion in design enables me to conceive and deliver data-informed design solutions.

About Me.

I like to think unconventionally, challenge the norm and discover unique opportunities. I'm also an adventurous traveller and a father of two beautiful daughters.

What's important to me.

I work the best work when I love what I do - design and solve problems that I am passionate about.

Creating tangible value is very important to me. And when it comes to design, conversion is just as important as form and function. I always strive to strike the perfect balance between the three. When the company and their customers are happy, I am happy.

I am also a strong advocate of planning and structure. Organisation is key in creating something scalable and robust. I value collaboration, honesty and originality.

How I approach challenges.

Being a left-brainer in a right-brained world, I tend to always question my design decisions. There is a fine line between necessity and beautification. My job is to find that line.

“Always ask ‘Why?’ and if you don’t have a convincing answer, then get rid of it.”

Often times we get too obsessed with our ideas that we create barriers for ourselves. I like to constantly step back, look at the bigger picture, and discover new opportunities.

“Every problem in the world has a simple solution. We just need to look for it.”

up next

My Journey : Education

31 years in 3+1 sentences

I am a Singapore Citizen, who was born in Dubai to an Indian family.

Throughout my life, I have experienced much diversity in the culture around me.

This has shaped me into an individual with a unique character, a unique style and a unique personality. And this uniqueness differentiates me from the rest.

My Journey :

Education



National University of Singapore

BA, Industrial Design (2010 - 2015)



Stanford University

Minor, Technopreneurship (2013 - 2014)

Notable Achievements:

- Vice-chairperson of the NUS Air Weapons Club and member of the Air Rifle Training Team (TeamNUS)
- Selected twice for the NUS Overseas College (NOC) entrepreneurship programme. Singapore and Silicon Valley.
- Validated 2 business ideas. Pitched and selected for the NUS Venture Initiation Program (VIP) startup grant of \$10k.
- Design intern at 3 startups in Singapore, India and the US. Freelance designer for 10 clients.
- Participated in 4 hackathons. Expedia and Capital One API winner for Launch Hackathon 2014.

up next

My Journey : Experience

Designing for the real world.

I have a strong interest in entrepreneurship. In my 8+ years of experience, I have worked at and consulted start-ups from Singapore, India and the US. As a freelance designer, I have helped individuals and small teams visualise their ideas. On a day-to-day basis as a data-informed designer, I ideate, design, develop, test, analyse, implement (and repeat).

My Journey :

Experience



Marketing & Product Design Lead • Synchro

2017 - Present, Berkeley (Remote)

- Responsible for the end-to-end marketing and product design needs.
- Laid the groundwork for scalability and growth across multiple fronts.
- Initiated the A/B testing efforts and ran back-to-back design-centric experiments with a 52% success rate.
Increased Revenue per User by 89% and Conversion Rate by 81% over 18 months.
- Introduced SEO and upsell/cross-sell initiatives to drive lead generation.
- Worked alongside the Creative Director on brand refresh and implemented it across all product packaging and the marketing website.
- Managed, maintained and optimised the marketing website.
- Designed and developed traffic-specific landing pages.
- Led the execution of multiple product launches, quarterly sales and paid advertisement campaigns.
- In-charge of frontend development and code maintenance.
- Increased company-wide collaboration and efficiency.

up next

My Journey : Experience

My Journey :

Experience



Principal Designer • AFstudios

2014 - Present, Singapore

- Provided various design-centric services to 17 clients.
- Worked with founders to improve and optimise their business ideas.
- Conducted product brainstorming sessions to identify complex problems and devise simple solutions.
- Provided end-to-end brand design, product design, responsive web design and visual design services.
- Introduced A/B testing framework and published marketing experiments.
- Provided ad-hoc development support via Hubspot, Shopify and Github.



Marketing & Conversion Designer • TradeGecko

2015 - 2016, Singapore

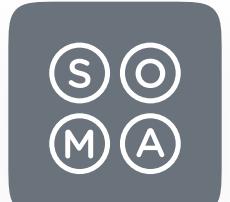
- Responsible for managing and optimising the marketing website.
- Conceived an A/B testing culture for the marketing website, focusing on optimising top and middle of the funnel conversion.
- Spearheaded SEO strategy with primary focus on keyword research, content creation and technical audit.
- 9% month-on-month growth of Organic traffic over 6 months.
- Conducted SEO and CRO focussed workshops for the marketing team.
- Designed & developed TradeGecko's Resource Library for lead-gen.

up next

My Journey : Experience

My Journey :

Experience



Design Lead (Internship) • Soma Water

2013 - 2014, San Francisco

- Joined the company 1 month before launch.
- Championed the entire design effort ranging from website, email and social media.
- Managed external design collaborators and contractors.
- Researched and implemented an A/B testing framework.
- Designed and developed multiple site and landing pages.
- Published custom marketing funnels based on channel and source to increase conversion rate.
- Conducted ethnographic user research to improve the experiential design of unboxing and interacting with the product.
- Conceptualised, prototyped and tested packaging and product improvements.
- Involved in new product ideation bootcamp with industry experts.



Visual Designer (Internship) • Milaap

2012 - 2013, Singapore

Worked alongside the CEO as the company's first in-house designer.

- Responsible for the entire visual identity of the company.
- Championed marketing & lead-gen campaign design, including offline events.
- Designed and developed landing pages using basic HTML/CSS.
- Designed and built all company emails using Mailchimp.

up next

Expertise : Skills

The complete package.

As a data-informed designer, I value the importance of conversion as much as the intangible benefits of good design. My unique blend of skills enable me to completely own the entire product lifecycle, from conceptualisation to optimisation.

Expertise :

Skills

Soft skills

Ideation · Problem Solving · Strategic Thinking ·
User-centred Design · Data-informed Design · Idea
Validation · Detail Oriented · Organised · Agile ·
Logical Thinking

*Stack → Concept Sketching · Scrum · Business planning ·
Asana · Slack*

Design

Product Design (Mobile/Web) · Responsive UX/UI
Design (Web/Email) · Wireframing · Prototyping ·
User Research · Product Strategy · Design for
Scalability · Brand Identity Design · Print Design

*Stack → Figma · Sketch · Illustrator · Photoshop · InVision ·
Indesign · Keynote*

Marketing

Conversion Rate Optimisation · A/B Testing · SEO ·
Performance Marketing

*Stack → Visual Web Optimizer · Optimizely · Hotjar ·
Google Analytics · Google Trends · Semrush · Klaviyo ·
Mailchimp*

Others

Frontend Development · Responsive Email
Development · Data Analysis

*Stack → HTML · SCSS · Github · Atom · Sourcetree ·
Zeplin · Bootstrap · Hubspot · Shopify Themekit*

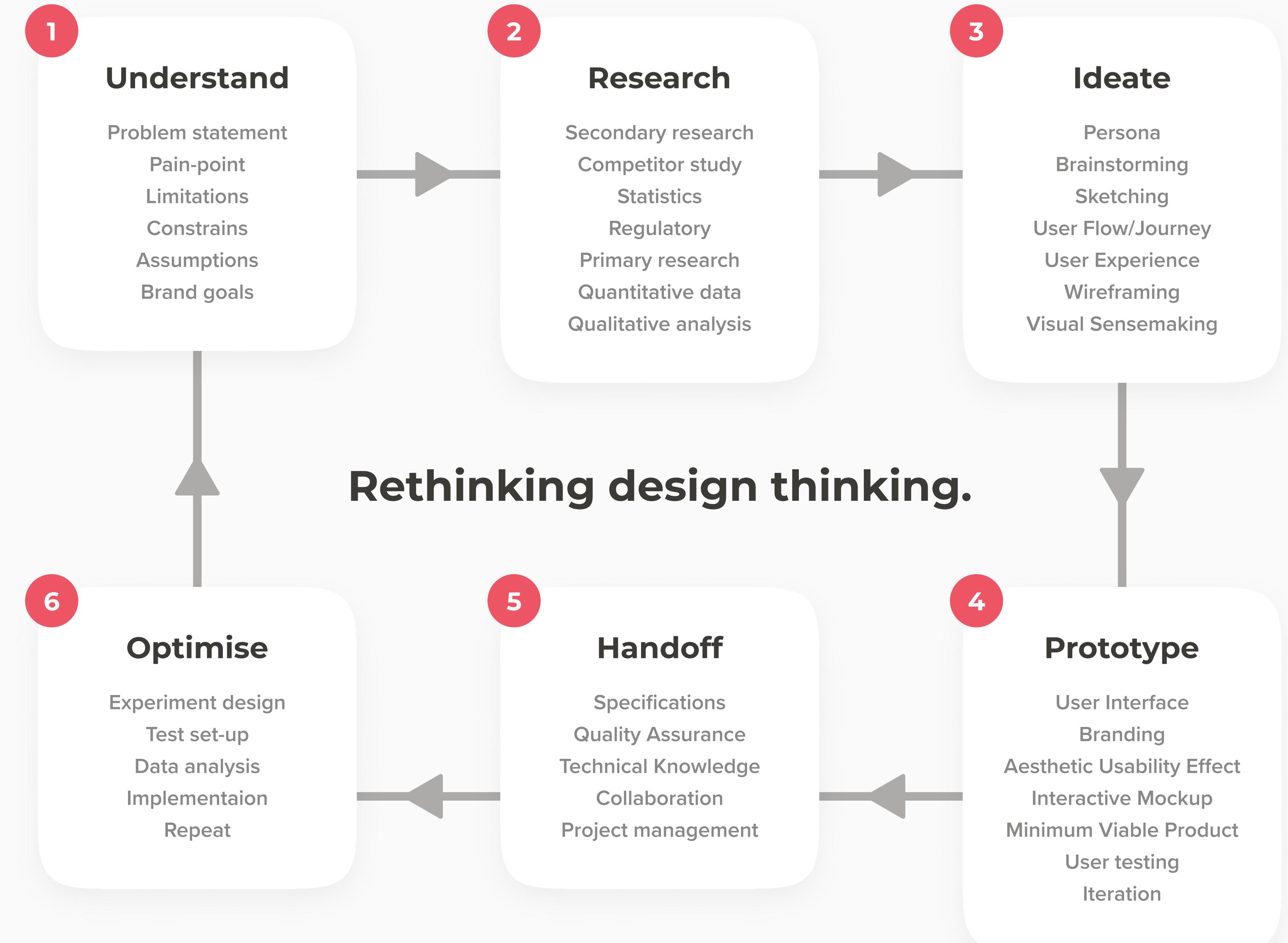
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Expertise : Process

Expertise :

Process

Rethinking design thinking.



up next

Snapshots

Personal Healthcare Mobile App

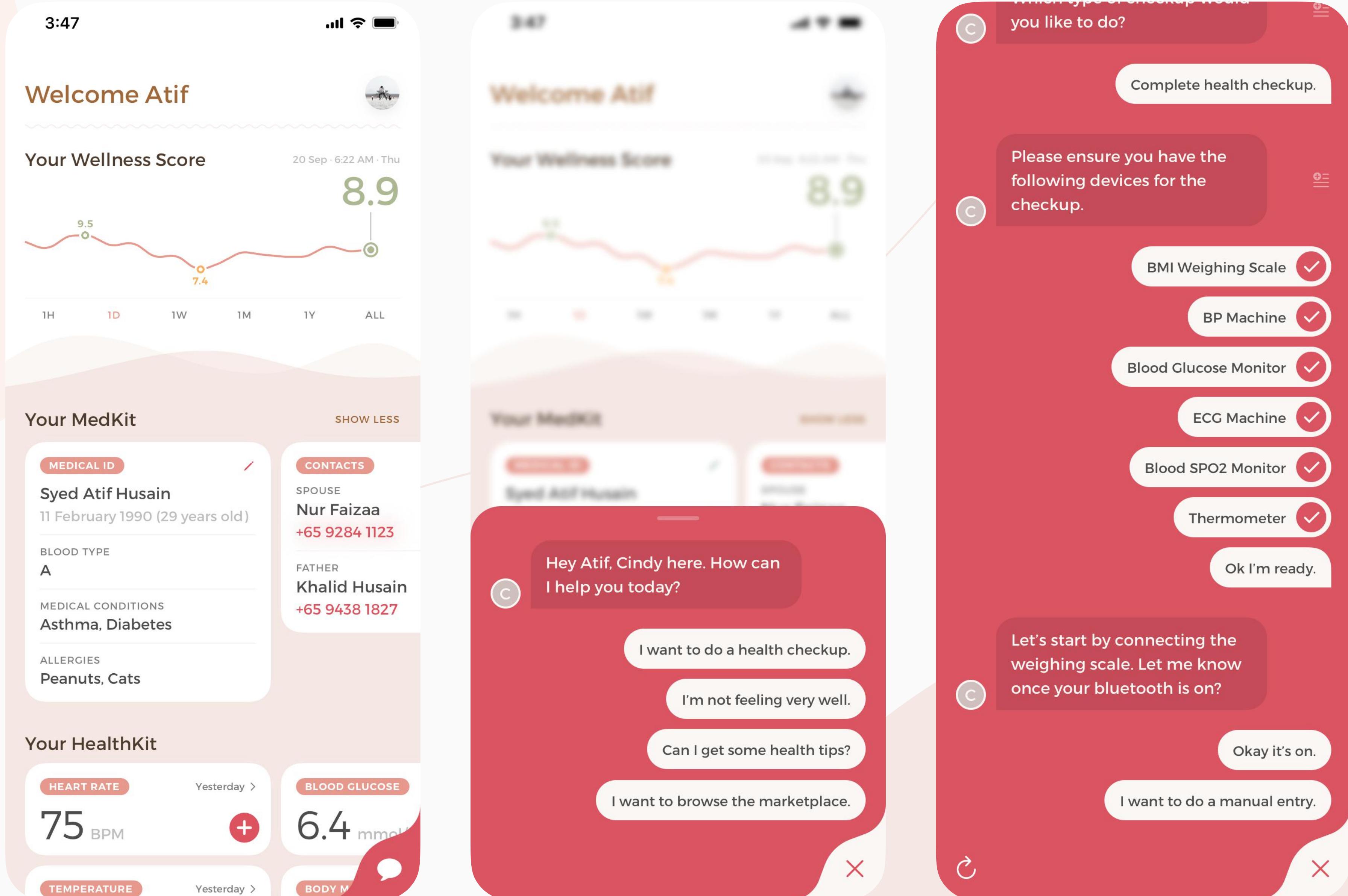
A chatbot-centric medical app that keeps track of your wellness. The all-in-one app provides instant health checkups, live tele-consultations, wellness coaching and medical marketplace.

My Role: 1 2 3 4

I was the freelance brand and product designer for the public mobile app and corporate tablet app. I also reimagined the overall experiential design of interacting with the hardware and software.

up next

Snapshots



Interest-based Social Network

An interest-driven community app for like-minded individuals to connect and interact. Users can create and join activities based on their hobbies and location.

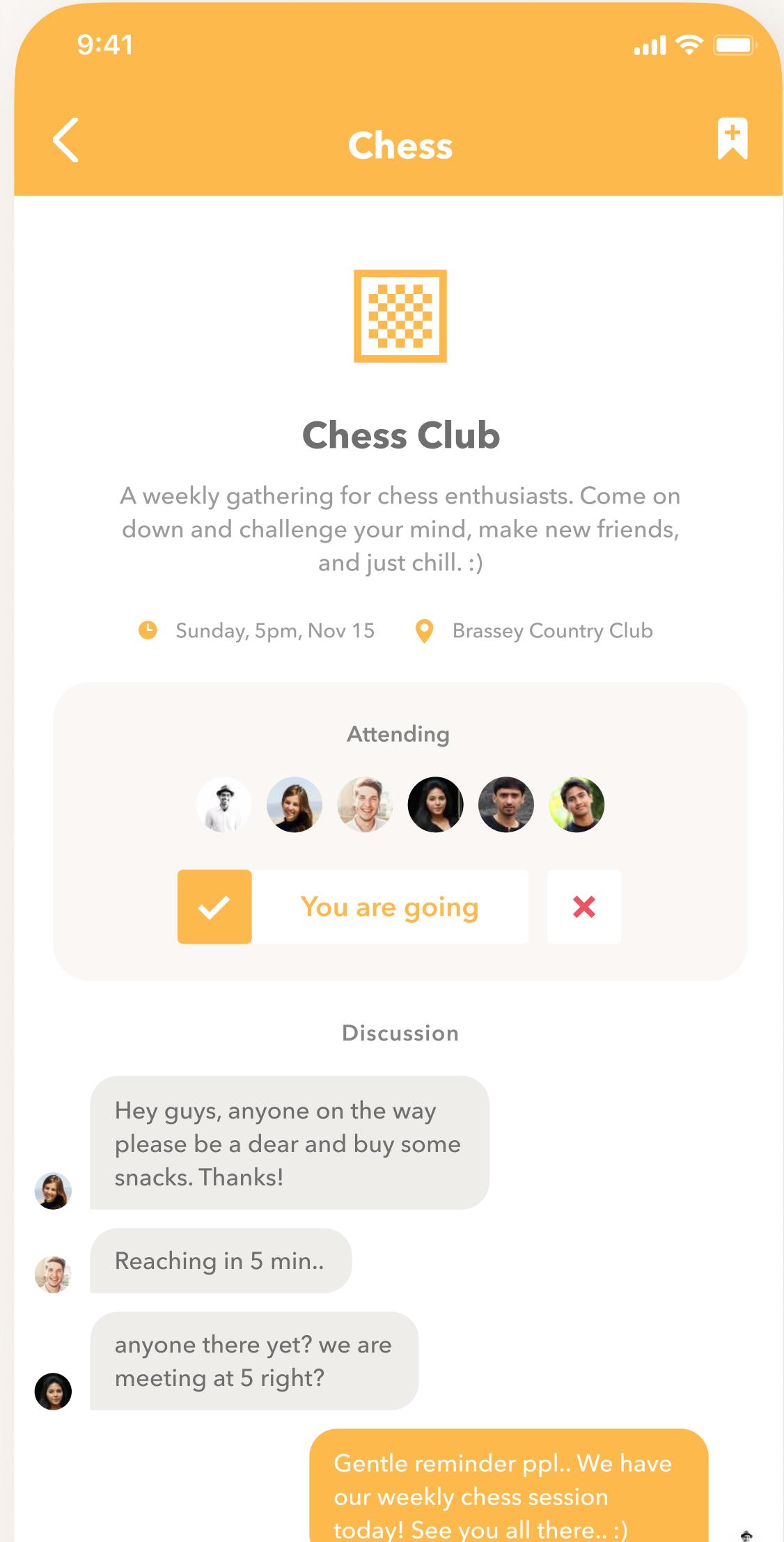
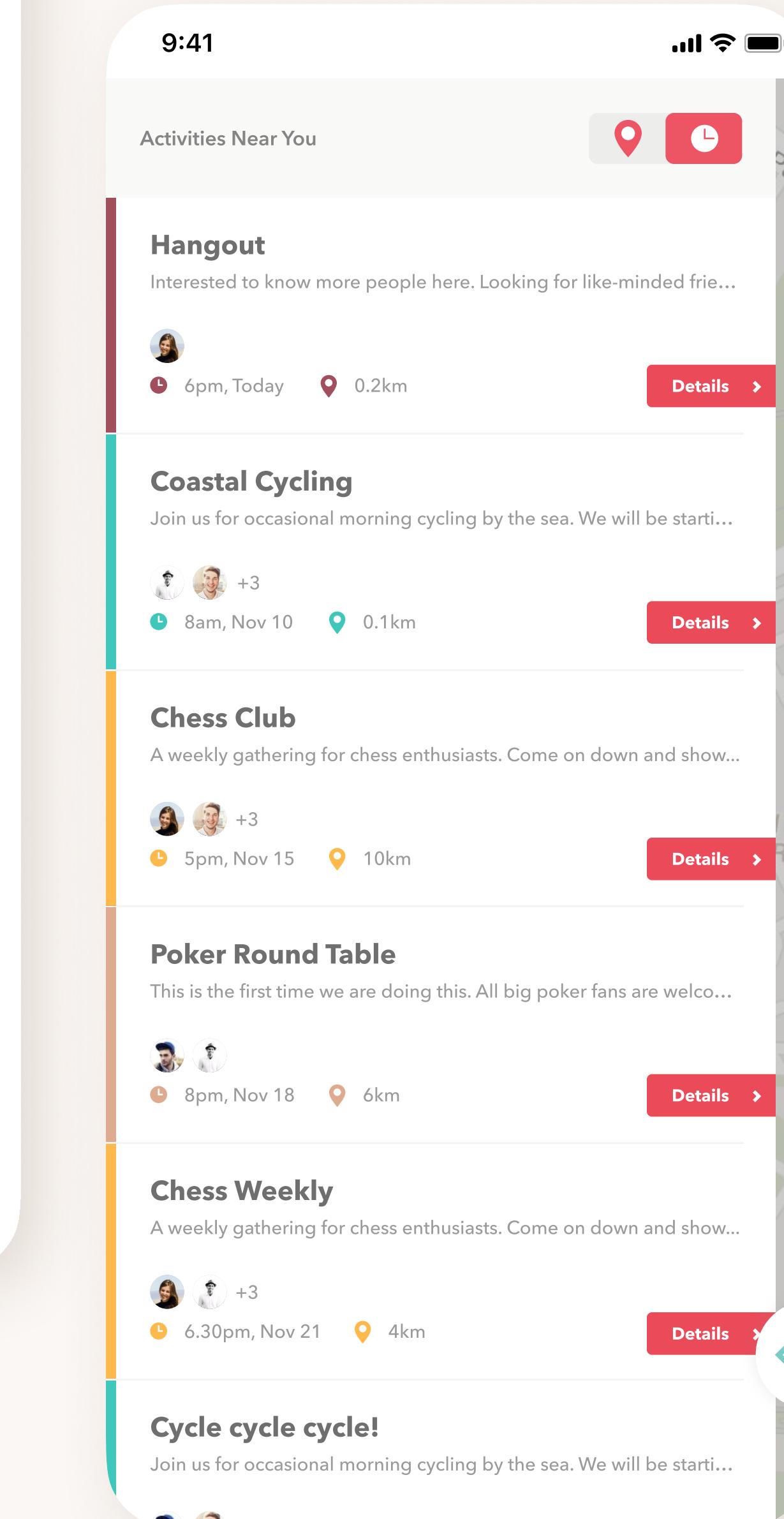
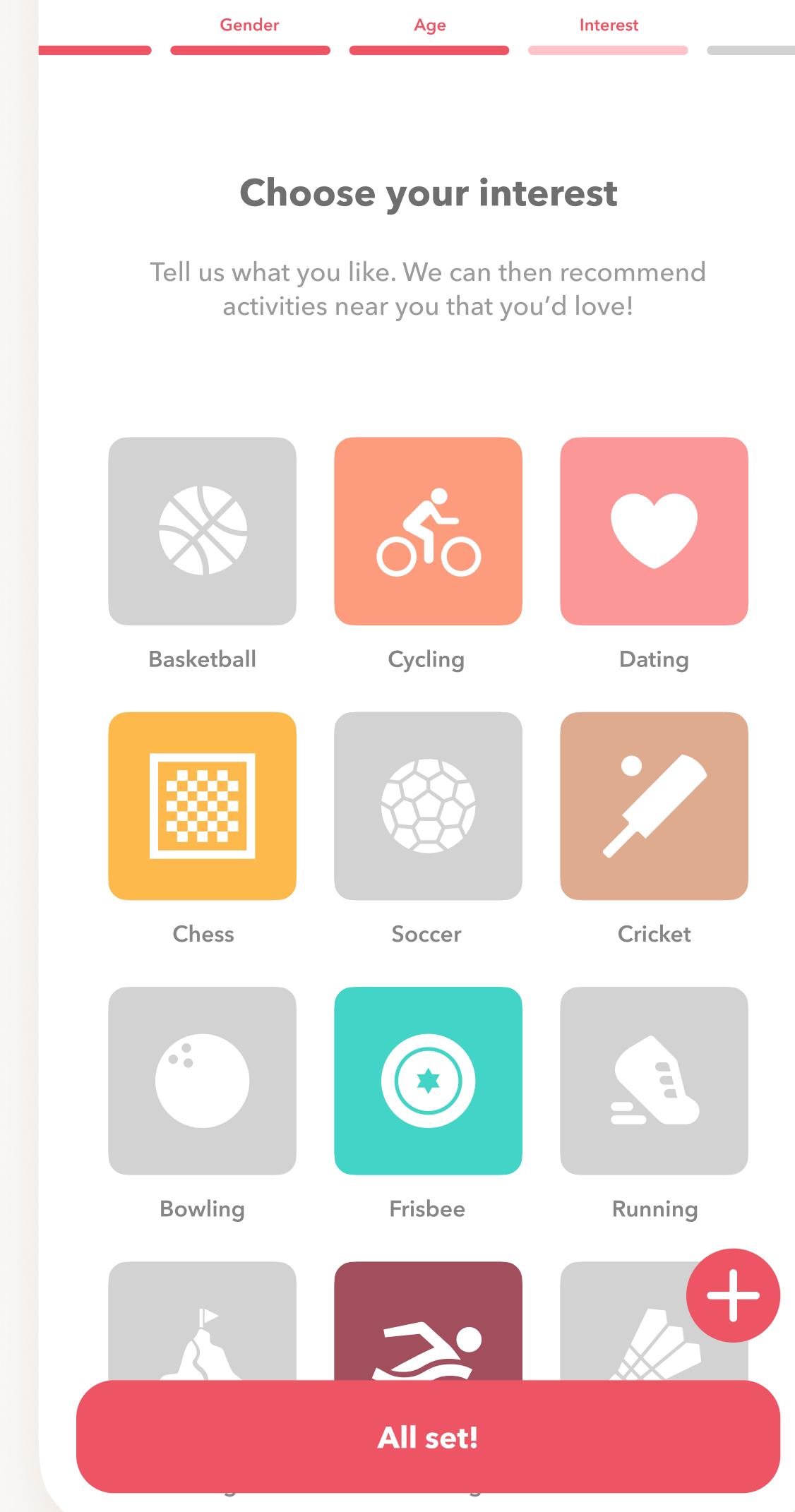
My Role:

- 1
- 2
- 3
- 4

I was the freelance consultant, brand designer and product designer for the mobile app. I conducted brainstorming sessions with the founder to refine and simplify the user flow and executed the entire app design.

up next

Snapshots



Modular Carpark Management Dashboard

A highly customisable web app to manage carparks. The dashboard is accompanied by a consumer-facing mobile app for smart parking.

My Role: 1 2 3 4 5

I was the freelance product design lead for the mobile app and the web dashboard. Working directly with the founders and engineers, I led the entire product design and development lifecycle from ideation to fruition.



up next

Snapshots

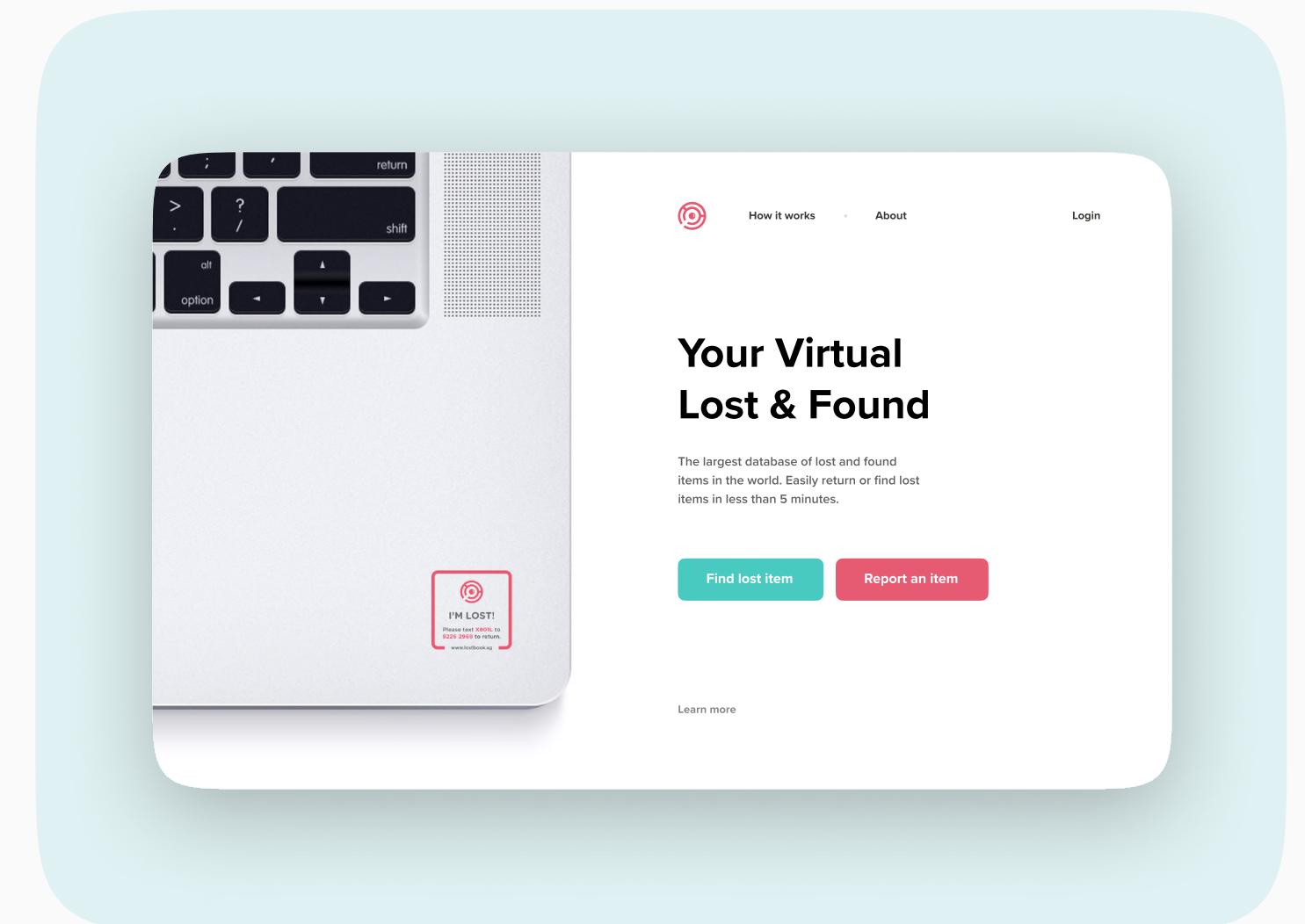
Lost & found Platform

A holistic solution for recovering and returning lost objects through a passive online platform and an affordable and active tagging system.

My Role: 1 2 3 4 5

I was the founder and owner of this project. I was responsible for the conception, iteration, validation and development of the product.

The business idea was selected for the NUS Venture Initiation Program (VIP) startup grant of \$10k.



up next

Connect

Let's connect.

Keen to collaborate?

I am open to both freelance and full-time opportunities.

If you'd like to know more about any of my work or would like to see more projects, just drop me a message.

 atif@afstudios.me

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Thank you.