

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 →

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 Experiments

Take a look at some of the data-informed design iterations I have done.

06 Connect

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About me.

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 when I love what I do - design and solve problems to create tangible value.

Aside from creating delightful user experiences and interfaces, I put a strong emphasis on conversion. I believe the success of a design is measured by its form, function and its ability to align with business goals. My designs 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.
- Brand Designer for NUS Division of Industrial Design Graduation Show 2015 held at National Design Centre.

up next

My Journey : Experience

Designing for the real world.

Having a strong interest in entrepreneurship, I have ventured into 2 business ideas and worked at and consulted start-ups from Singapore, India and the US. As a freelance designer, I have helped 17 individuals and start-ups 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

Jan 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.

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My Journey : Experience

My Journey :

Experience



Principal Designer • AFstudios

Jan 2014 - Present, Singapore

- Provided various design-centric services to 17 clients.
- Over 8 years of client management experience. 16 out of 17 clients introduced via positive work-of-mouth.
- Worked with founders and start-ups to design products and improve business ideas.
- Conducted product brainstorming sessions to identify complex problems and uncover simple solutions.
- Provided end-to-end brand design, product design, responsive web design and visual design services.
- Introduced A/B testing culture and framework and published marketing experiments.
- Provided ad-hoc development support via Hubspot, Shopify and Github.



Marketing & Conversion Designer • TradeGecko

Acquired by Intuit

July 2015 - Dec 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

Acquired by Full Circle Home

Aug 2013 - Jul 2014, San Francisco

- Joined the company one month before launch.
- Championed the entire design effort ranging from website, email and social media.
- Managed external design collaborators, contractors and design intern.
- 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 experience 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 · User-centered Design · Strategic & Logical Thinking · Data-informed Design · Client Management · Relationship Building · Idea Validation · Detail Oriented · Organised · Agile

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

up next

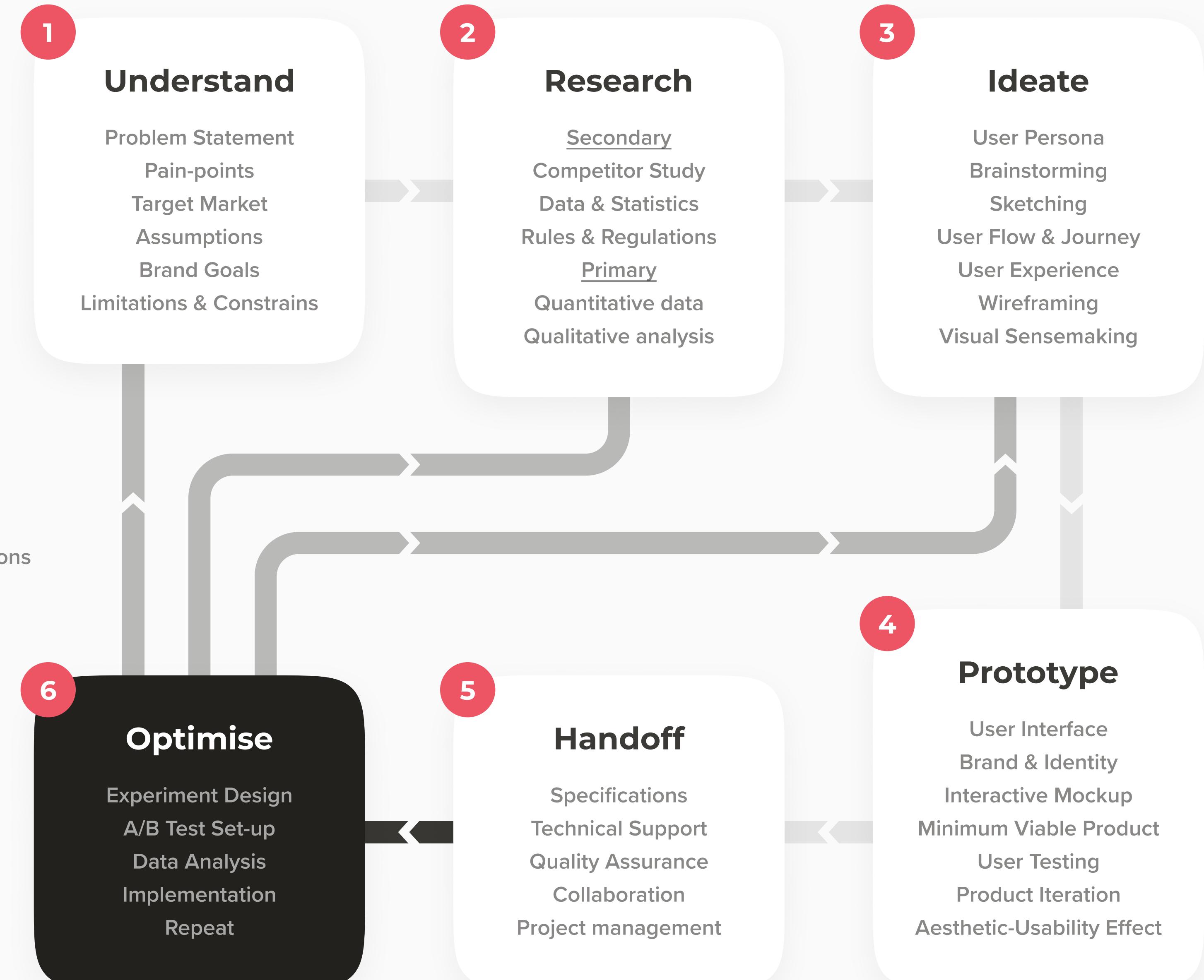
Expertise : Process

Expertise :

Process

Agile Design Thinking.

An iterative method to
finding the right solutions
to the right problems.



up next

Snapshots

Personal Healthcare Mobile App

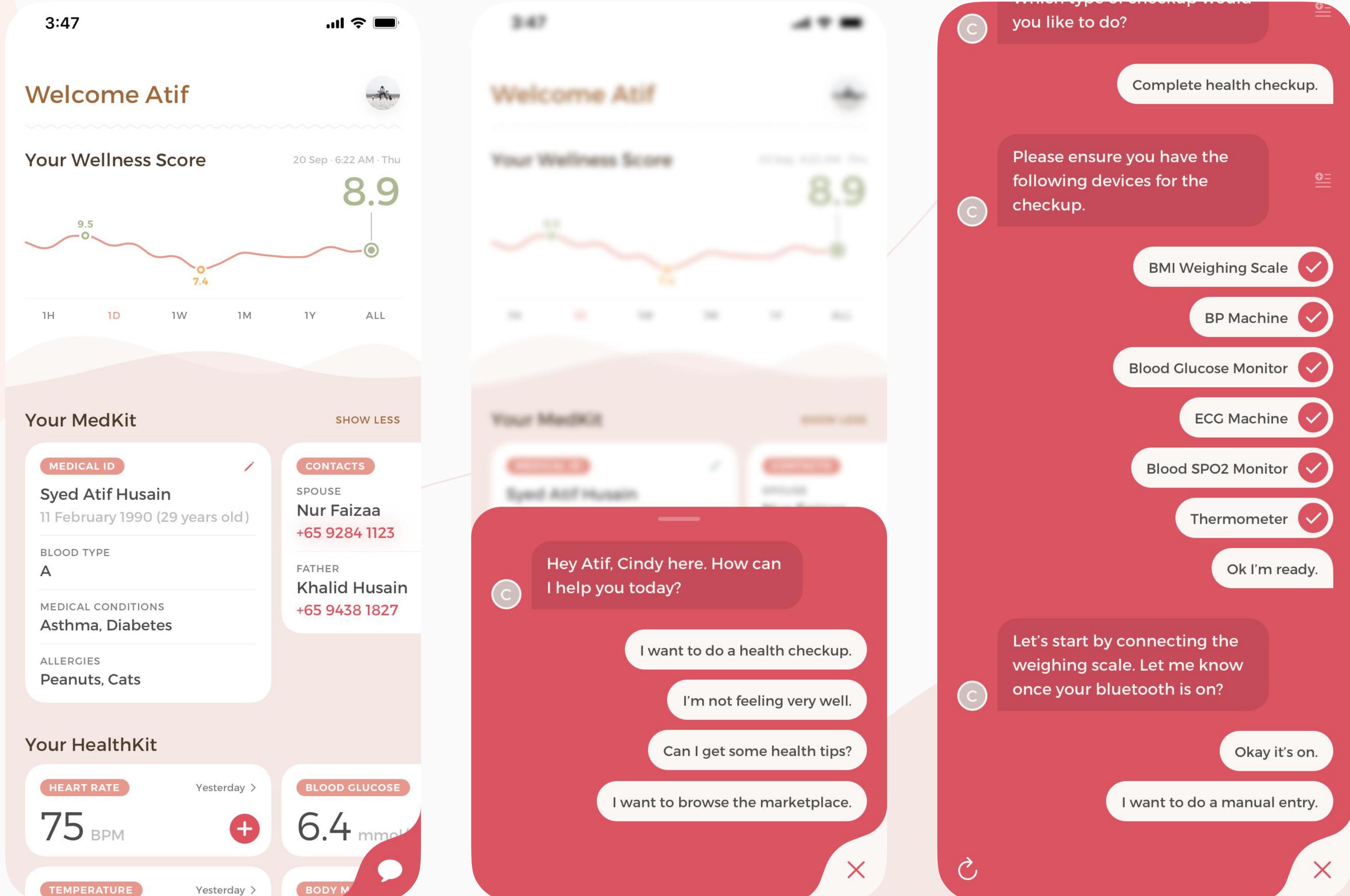
A chatbot-centric medical app that keeps track of your wellness. The all-in-one app provides instant health checkups, live tele-consultations, wellness coaching and a medical marketplace.

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.

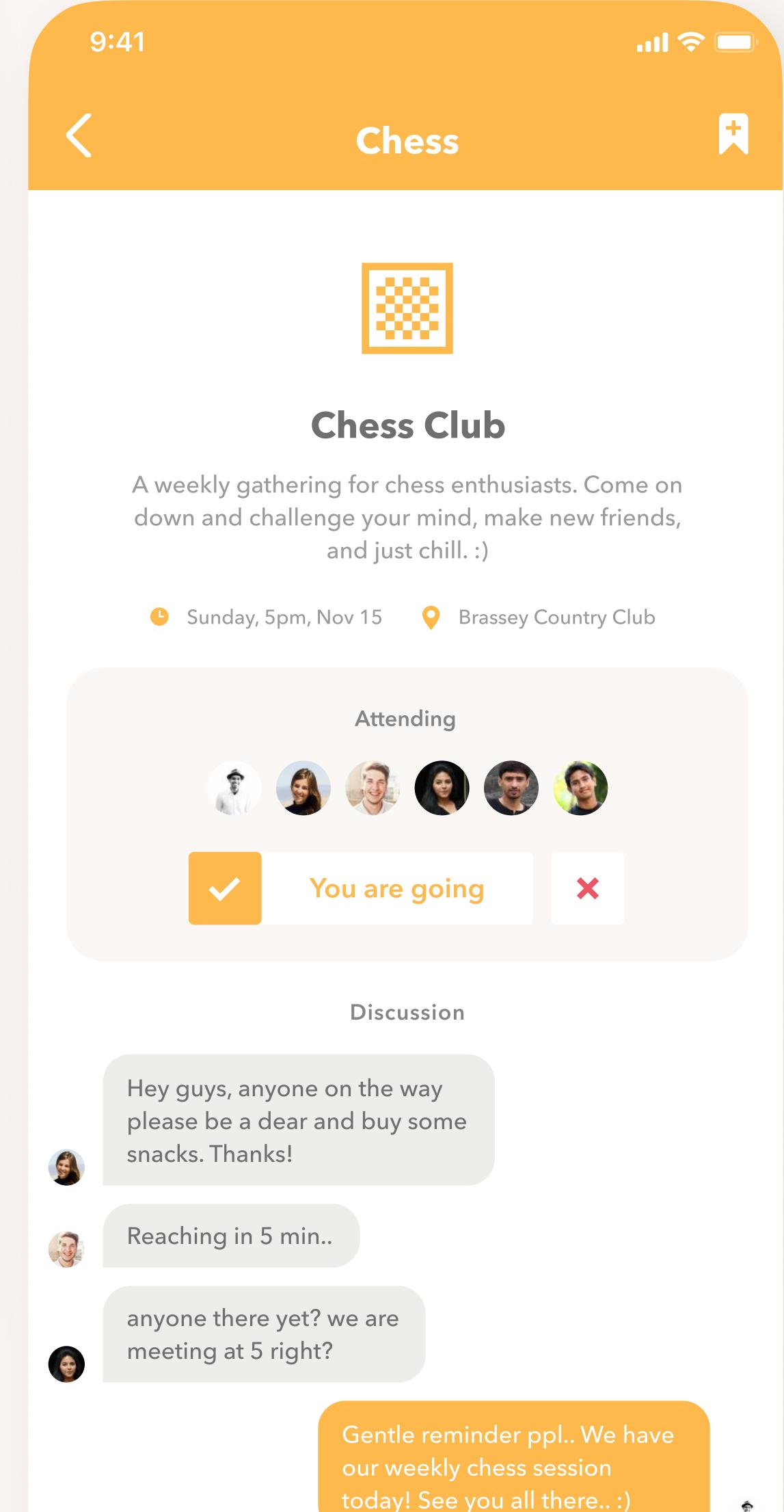
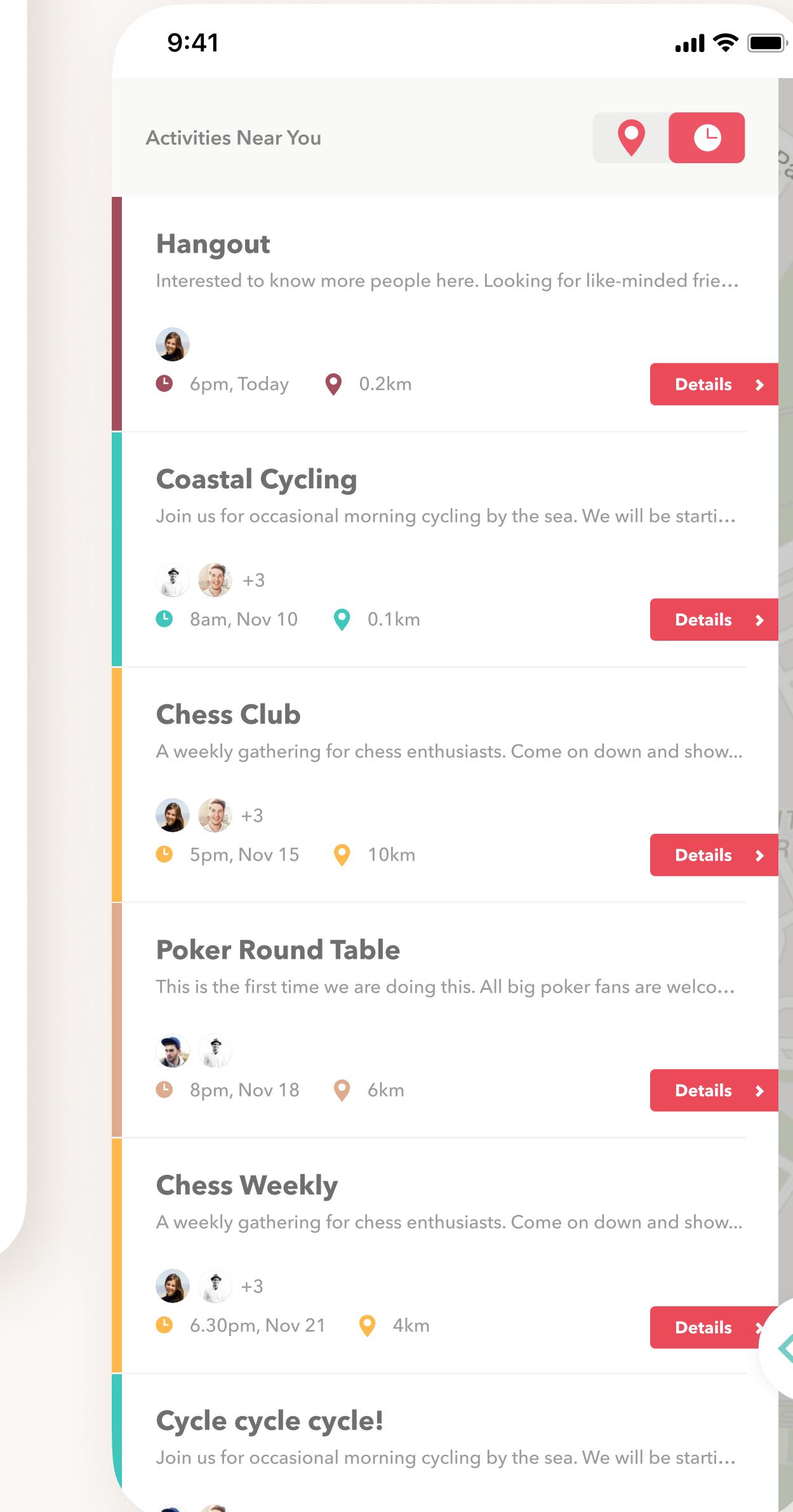
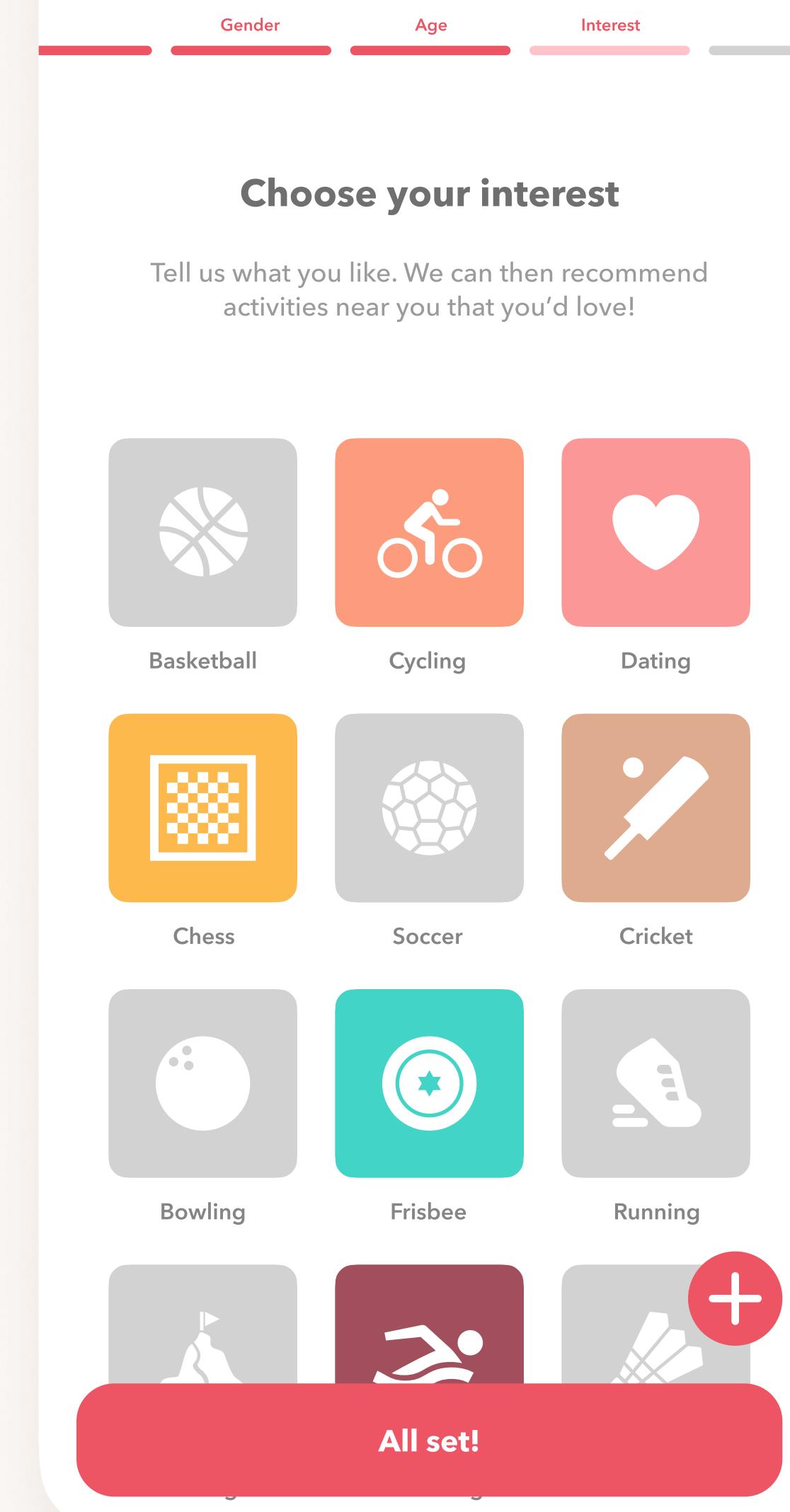
My Role:

- 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

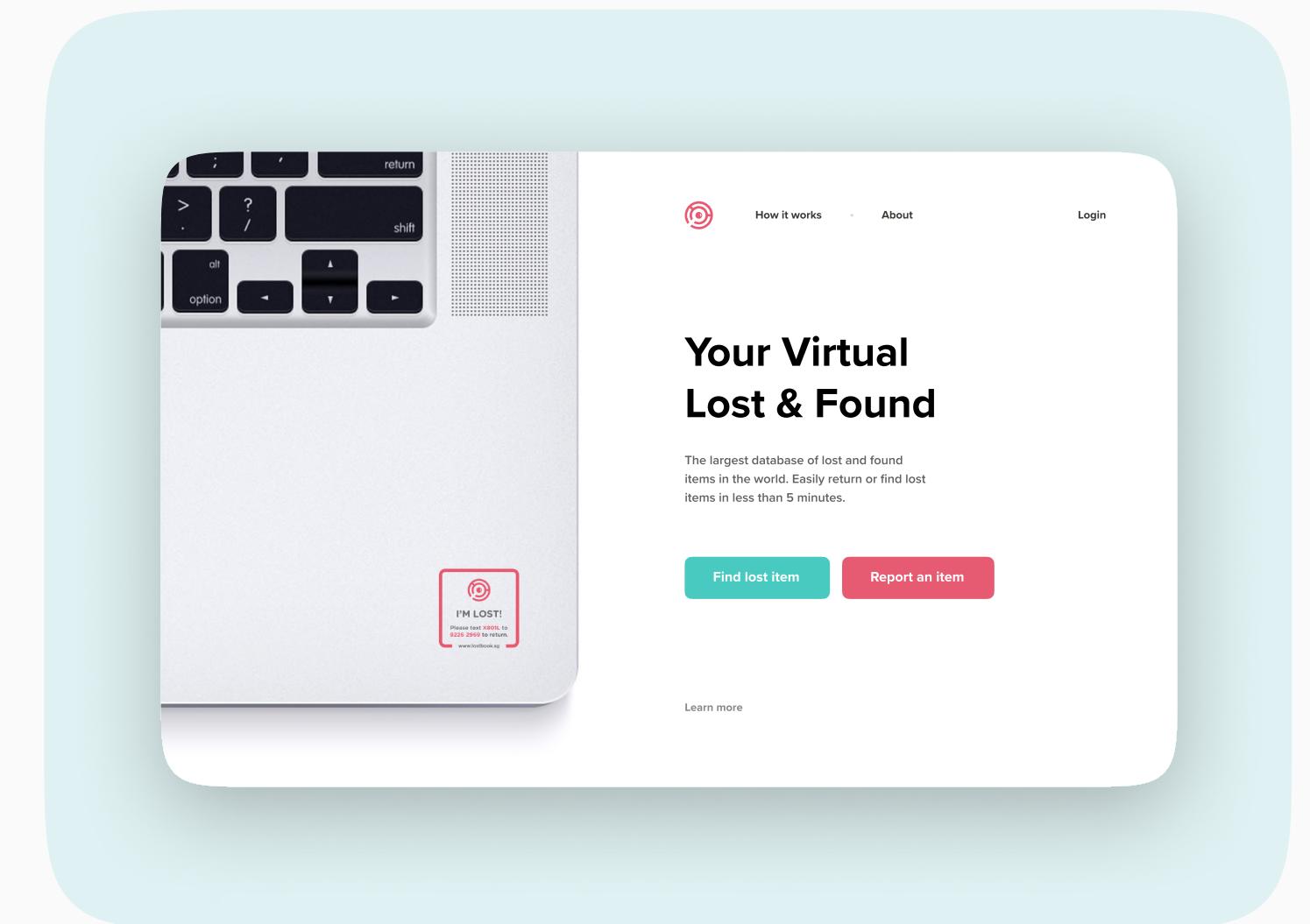
Lost & found Platform

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

Experiments : Overview

Data-informed Design

Over 100 experiments in 6 years.

As of July 2021, I have ideated, hypothesised, prioritised, designed, developed, published and analysed 113 A/B and multi-variate tests.

Success Rate

52%

A test is declared a success when the variant outperforms control by a statistical significance of more than 95%.

Total Idea Pool

257

A list of all shortlisted past, present and future experiment ideas.

Experiments Completed

113

A combination of A/B split tests, multivariate tests and multi-page tests.

Average Test Duration

3 weeks

Durations can range anywhere between 2-8 weeks, depending on the number of variants, page traffic and conversion rate.

Prioritisation Method

PIE

A idea scoring system based on its Potential, Importance and Ease.

Highest Revenue per User (RPU) Improvement

+59%

A landing page above-the-fold image test done for Synchro's keto-based snack.

Highest Overall Conversion Rate (OCR) Improvement

+78%

Another above-the-fold image test on the homepage. Check it out on the next page.

up next

Experiment 1 of 5

CRO // 001

Homepage ATF Visual

Observation → The current ATF image does not represent the product and further distracts the viewer away from the copy due to gaze-cueing.

Hypothesis → By using an inventory management related ATF visual, [we will see a 20% increase in trial conversion rate] because our target audience will instantly resonate with the product.

Results → v1 and v2 outperformed control by 78% and 74% respectively. However, as v2 was more aligned with the brand, it was declared the winner.

Insights → The composition of the image is as important as the subject. The image should guide the viewer towards the objective of the page (i.e the product header copy and the sign-up form).

control



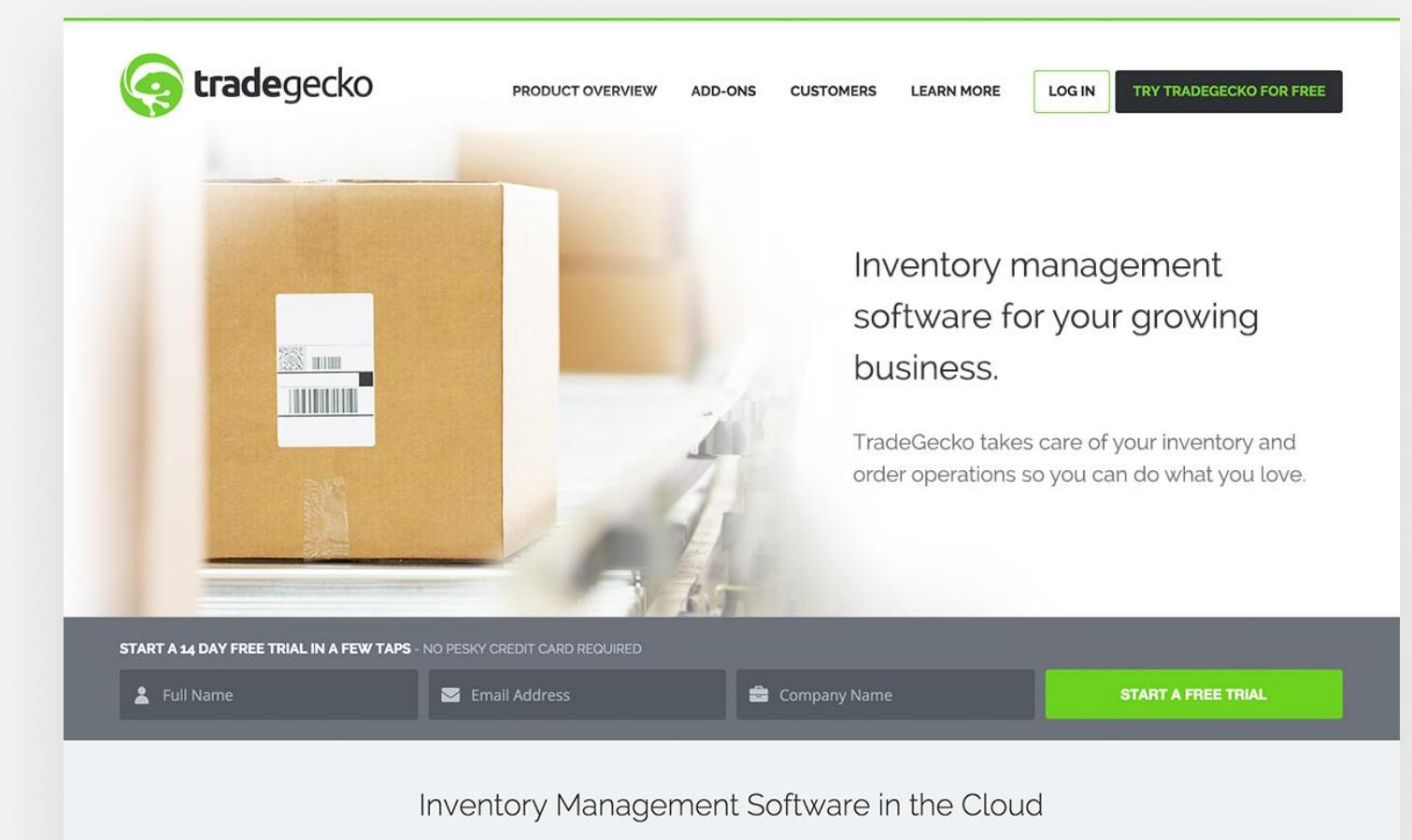
variant 1



variant 2



variant 3



up next

Experiment 2 of 5

Homepage ATF Video

Observation → Graphical and engaging product videos are statistically more effective than static images.

Hypothesis → By replacing the ATF with a product video, [we will see a 40% increase in trial conversion rate] because the viewers will be able to easily understand the product.

Results → Overall, the **increase in conversion rate was not statistically significant**. However, v1 significantly performed better for Organic and Referral traffic.

Insights → Though the test was not a success, the hypothesis was proven to be true for warmer audiences. Regardless, the insignificant improvement did not justify the effort and cost of producing the video.

control

variant 1

up next

Experiment 3 of 5

CRO // 003

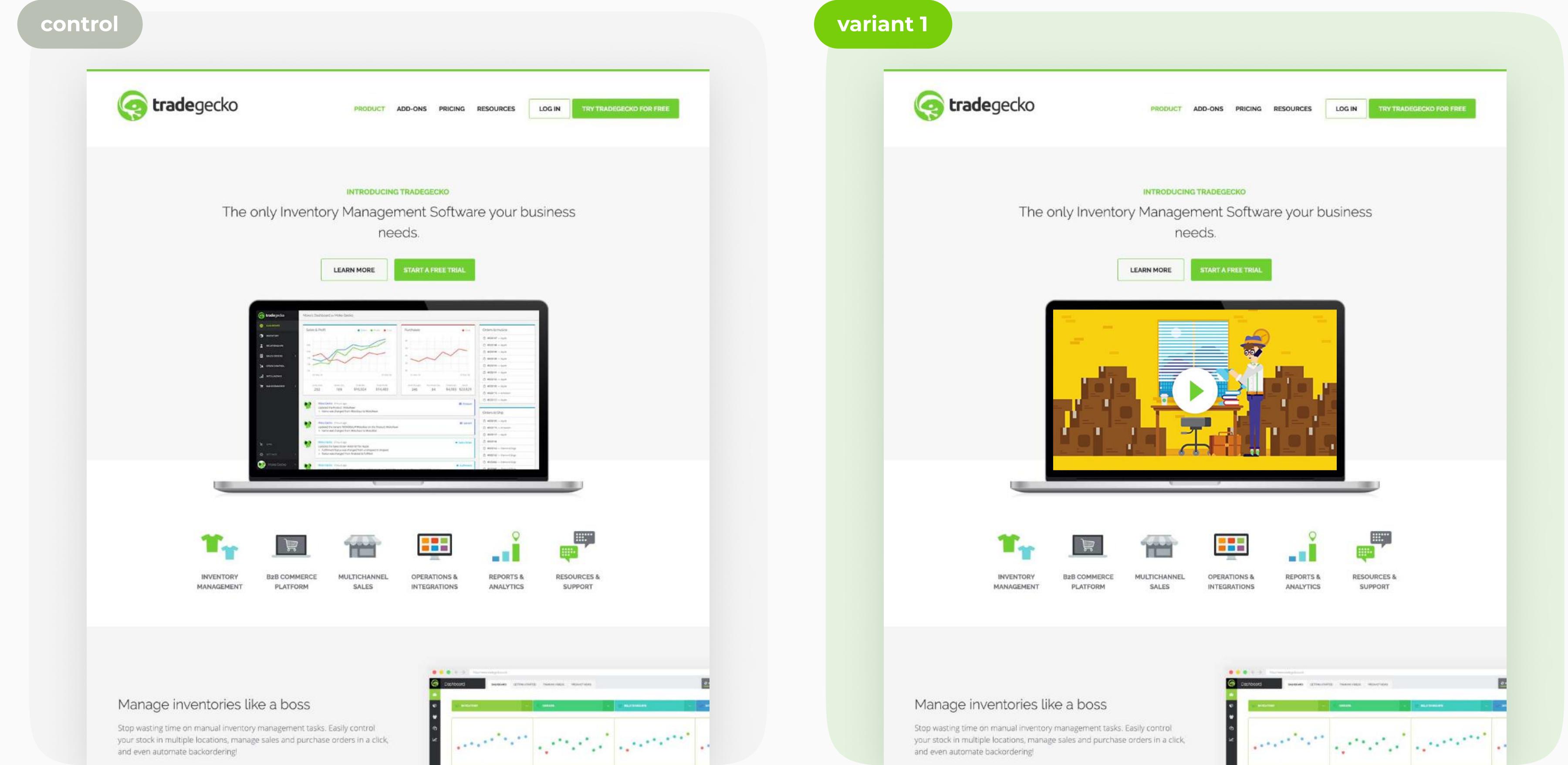
Overview ATF Video

Observation → As proven in CRO // 002, the video performed better for warmer audiences. Hence, it may have a higher impact on a page with higher engagement rate such as the product overview page.

Hypothesis → By having the video on the Product Overview page, [we will see a 20% increase in trial conversion rate] because the audience will be able to quickly and easily learn more about the product.

Results → v1 outperformed control by 34% with a 99% significance level. 24% play rate with average 81% engagement rate.

Insights → Unsuccessful experiments can often be more insightful than successful ones. It is extremely important to thoroughly examine the data and look for learnings and opportunities for future experiments.



up next

Experiment 4 of 5

CRO // 004

Global Navigation

Observation → The existing navigation was lacking structure, relevance and guidance. The flow was non-linear and the page designs were inconsistent. This created a very poor and confusing user experience.

Hypothesis → By having a linear navigation flow, [we will see a 20% increase in trial conversion rate] because the viewers will be guided along the conversion funnel.

Results → v1 outperformed control by 20% with a 95% significance level. The trial CTA had the 4th highest CTR after Overview, Add-ons and Pricing. For control, CTA had the 7th highest CTR.

Insights → Low-effort UX changes can often move the needle more than high-effort UI changes (e.g CRO // 002). Empathy is key in Optimisation and Design Thinking.

control

The screenshot shows the TradeGecko homepage with a green navigation bar at the top. The menu items are: PRODUCT OVERVIEW (highlighted in green), ADD-ONS, CUSTOMERS, LEARN MORE, LOG IN, and TRY TRADEGECKO FOR FREE. Below the menu, there is a sidebar with links: QUICK TOUR, FEATURES, PRICING, BLOG, SUPPORT & TRAINING, ADDITIONAL RESOURCES, and INVENTORY MANAGEMENT BASICS. A large image of a man and a woman looking at a computer screen is centered on the page. The overall layout is cluttered and non-linear.

variant 1

The screenshot shows the same TradeGecko homepage as the control version, but with a simplified navigation bar. The menu items are: OVERVIEW, ADD-ONS, CUSTOMERS, LEARN MORE (highlighted in green), LOG IN, and TRY TRADEGECKO FOR FREE. The sidebar links have been removed, making the page cleaner and more focused. The central image of the man and woman remains.

up next

Experiment 5 of 5

Homepage ATF Copy

Observation → The ATF copy seemed to be targeting a wider audience of business owners and perhaps failing to effectively capture any.

Hypothesis → By emphasising on the value proposition to a targeted audience, [we will see a 10% increase in trial conversion rate] because our target user will instantly know if the product is a good fit for their needs.

Results → v4 outperformed control by 44% with a 100% significance level. v1, v3 and v5 also had better results than control, but not by a significant margin.

Insights → Knowing your audience is an essential process of Design Thinking. Identifying and targeting the right audience can often yield better results than casting a wider net.

control

**Inventory
management
software for your
growing business.**

TradeGecko takes care of your inventory and order operations so you can do what you love.

variant 1

**MultiChannel
Management
Made Easy.**

TradeGecko is a powerful multichannel platform to manage inventory, orders and sales channels.

variant 2

**Simplify inventory
& order operations
for your growing
business.**

TradeGecko automates time consuming and error-prone business processes so you can do what you love.

variant 4

**Inventory
Management for
Wholesalers.**

TradeGecko is a powerful inventory management software for wholesalers that centralizes business operations.

variant 5

**Wholesale Like a
Champion.**

TradeGecko is a powerful wholesale platform to manage inventory, orders and accounts on your desktop and mobile.

up next

Let's 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

 +65 9226 2969

 bit.ly/atif-linkedin

Thank you.