Adam Munir

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EXPERIENCE

Product Lead & developer, Vision247 — *City of London*

October 2020 - PRESENT

- Prototyped & wire-framed new features and UX flows for developer hand-off.
- Handled all communication between developers, lead creatives and stakeholders.
- Hands on with the front-end implementation of code and back-end logic with the development team (HTML/CSS & Typescript w/Angular).
- Led and conducted in-depth analysis of business performance on all digital platforms versus business goals.
- Assessed user feedback and led initiatives for product adjustments to grow user base and overall user satisfaction.
- Created detailed technical and hand-off documentation.
- Lead marketing team for all content creation and headed campaign management for all campaigns.

Lead Product Designer, HyperJar — *City of London*

November 2019 - October 2020

- Supported CEO and other stakeholders in developing new products for the Fin-tech range of financial tools.
- Created new web pages from wire-frame to implementation, with constant feedback and communication with the engineering and marketing team.
- Headed the redesign of the company website, using customer feedback and case user studies.
- Implemented new marketing design and strategy for Google Ads, Instagram, Facebook and Tik Tok.
- Focused on interaction design and 3D animations for app.

Product Owner & Designer, IFSC Group — *City of London*

December 2018 - November 2019

- Tested product usability with UX research fundamentals with an internal team.
- Helped to achieve a consistent look and visual theme across the website by promoting uniform fonts, formatting, images, and layout.

SKILLS

Westcliff University
MBA w/Information & Technology
Irvine, CA/Online
January 2018 - February 2020

University of Plymouth
Bsc Economics
Plymouth/Greenwich
September 2013 - October 2016

SKILLS

Adobe Creative Suite

User Interface/ User Experience

Sketch

Figma

Prototyping & Wireframing

HTML & CSS

JavaScript

Python

Data Analysis

Animation

Editing Video

Digital Marketing & Strategy

Version Control & Debugging

Notable projects

Freight Quoting Application

Internal ERP system for managing and tracking

- Effectively multitasked and worked well with internal and external teams in producing marketing and social campaigns.
- Effectively translated internal user requirements into application designs and system requirements and implementation of internal applications.
- Brought forth vast experience designing and developing responsive design websites.
- Continually reinforce industry best practices across all websites and applications.
- Headed the ideation and UI design cycle for internal app with a focus on usability and logic for an app that would be used in 8 different countries.

Break for Masters Degree finals

Design Lead, NuVending — *Remote*

March 2018 - October 2018

- Headed the redesign and UX update of internal remote applications for many electronic products.
- Configuring Amazon Keyword SEO for campaigns and all other social platform campaigns.
- Pitched new concepts and products at investor events.
- Oversaw all aspects of design and development, and offered design solutions when necessary.
- Utilized crucial design software skills to assist with projects.
- Worked as a productive and positive team member to design, code, test, report, and debug operations.
- Assisted with all aspects of the creative process from copywriting to design and execution.
- Lead process-improvement with internal group, as part of the initiative to achieve functional design within it's user systems.
- Offered design solutions that effectively solved problems and enhanced advertising goals.

Product Lead & Owner, Geoff Banks Racecourses — *Ascot*

November 2016 - September 2017

- Designing UI and developing a full web and app rebuild
- Marketing on Twitter and Facebook (Paid campaigns)
- Designing UI for both App and Websites (Responsive design)
- Automating data processes (Odds entry via Scraping)
- Creating all marketing material
- Designing Racecourse print banners
- Maintaining HTML/CSS website
- Creating short info videos for Social media

shipments

Ideated and implemented a fintech kids card from start to finish

Automating odds entry for Gambling company

ELYZO.COM launching women's apparel company

Redesigned a streaming app using user and internal testing