Abdul Musavir
UX Engineer & Brand Strategist.

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CURRENT PROJECTS & ROLES

payforworks.com

FREELANCER MARKET PLACE, LONDON

Responsible for building Brand Strategy, Creating UX workflow & UI Validation.

oogo.ae & meal.ae

FOOD ORDERING & DELIVERY APP, DUBAI

Head of UX & Design, Validating MVP deliverables, Responsible for Branding, UX & UI across the platforms.

ohmapp.com

MEDITATION / MUSIC APP, DUBAI

Product Owner, Managing Brand Strategy & Product Design.

KEY SKILLS

UX Design, UI Validation, Usability Testing, Wireframing & Prototyping, User flow & validation, Data Analysis, UCD, Brand Strategy & Positioning.

TOOLS & TECHNOLOGIES

Sketch, Adobe Creative Cloud, Affinity Designer & Photo, Invision, Zeplin, Principle, Figma, Wunderlist, Framer X, ProtoPie, Webflow, HTML & CSS, Bootstrap.

RESEARCH & INTERESTS

Data Science, AI driven UX, Virtual & Augmented Reality, Comparison Analysis between Music & Visual Designs, Color Theory, Typography, Lean Startups.

WORK EXPERIENCE (12+ Years)

Brandster / Head of UX & Brand Strategy

APR 2017 – PRESENT, DUBAI

Managing and Implementing the brand vision and strategic positioning. Leading development of both the long-range brand strategic plan and the annual brand marketing plan. Leading UX strategy and usability testing for all projects for various clients.

Fulcrum GT / Senior UX Consultant

JUN 2016 – FEB 2017, VIZAG

My role was to build a consistant UX strategy across various products developed in **SAP Fiori** for clients such as **Microsoft & Walmart**. Managed a team of 4 and was also responsible for conducting regular training sessions for the front end developers on usability and UX hacks.

Toobler / UX Engineer & Head of Design

JUN 2012 – FEB 2016, COCHIN

My initial role was to build a strong brand strategy for the company and few internal startups. Worked closely with stakeholders & head of development to build an effective design process for the company. I was responsible to lead the design department, run customer validation for various projects & products, managing & validating UI department for projects build in **Mobile, Web & iOT** environment. Also responsible for building a solid design team by recruiting, engaging with training sessions, workshops and R&D.

Bridge / Senior UI & Front-end Developer

SEP 2008 – JUL 2011, COCHIN

Bridge is a Dutch Offshoring Software company based in Netherlands. Here, I had an opportunity to work in a creative team from 4 countries which are India, Netherlands, Germany and Sweden. I was responsible to head **UI & Front-end department**. Worked closely with top management and also responible for client communication in **Agile** environment.

LinkedIn: https://www.linkedin.com/in/amusavir/