

Mustafa Saiffee

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Professional Skills

UI/UX Design

Information Design

Data Visualization

XR Design

User Research

User Flow

Usability Testing

Front-End Development

Software Proficiency

Design

Figma

Adobe CC

Front-End

React.js

Typescript

JavaScript

HTML/CSS

Data Visualization

D3.js

Processing

OpenFrameworks

Tableau

Mapping

Mapbox.js

MapLibre.js

Leaflet.js

WebVR

A-Frame

Three.js

Back-End and Data

Express.js

Python

Experience

ICEYE, Helsinki (FI) | Oct '23–Present

Sr. UI/UX Designer

- Designed **geo-spatial interface** that allows users to order and access Earth observation data.
- Created wireframes, prototypes, and visual designs for internal tools used in tracking and delivering time-sensitive customer orders of **satellite images**.

United Nation Development Programme, New York (Contract, Remote) | Nov '21–Present

Data Visualization Analyst

- Designing, developing and maintaining **data platform for UNDP** (data.undp.org), achieving over **1 million page visits** and attracting more than **175,000 unique users**.
- Designed and developed **80+ dashboards, interactive maps, data visualization, and data stories** across various development themes including vaccine equity, income inequality, and electricity access based on survey and government data.
- Lead a project to design and develop **data visualization design guidelines** and tools to develop and design data visualizations for UNDP.

Aiven, Helsinki (FI) | Aug '21–Oct '23

Sr. UX Designer

- Developed wireframes, interactive prototypes, and visual designs for **Aiven Platform, a SaaS solution** to manage and govern every aspect of users' cloud data infrastructure.
- Conducted user research and translated findings into user personas, journey maps, and design requirements to inform the design process.
- Responsible for designing a delightful developer experience for:*
 - Clickhouse for Aiven:** A Fully managed cloud database.
 - Apache Flink for Aiven:** A Fully managed data streaming service.
 - Aiven Klaw:** A fully self-serviced solution For managing Kafka topics and connectors.

Futurice, Helsinki (FI) | Aug '16–Aug '21

Sr. Designer / Designer

Designed information architecture, data visualization, wireframes, user journey and flows, and UI/UX for:

- VR Ohjus (for VR Group):** A tool for visualizing real-time train data in Helsinki to enhance rail service reliability. Created real-time tube maps and innovative data visualizations to support location-based and scheduling decisions.
- Oma Fingrid (for Fingrid Oyj):** A data-driven application providing electricity companies with live data on usage and production. Designed interactive maps and graphs for visualizing the electricity grid, power generation/consumption, and financial data.
- Fortum Apollo (for Fortum Oyj):** A forecasting tool for mid-term hydropower forecasts and pricing. Created intuitive graphs and reports, and assisted in developing a visual templating language for customizable graphs and reports.

Academics

Aalto University School of Arts, Design, and Architecture, Finland

M.A. | Visual Communication Design (Focus on Information Design) | 2014–2018

Indian Institute of Technology Bombay (IITB), India

B. Tech + M. Tech | Electrical Engineering | 2007–2012

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Language Skills

English

Hindi

Swedish (intermediate)

Projects

Academic Projects

VR-Viz | Master's Thesis Project | Jan–Nov '18

Supervisor: **Prof. Rupesh Vyas** | **Aalto University, Finland**

Developed VR-Viz, an open-source JavaScript library, and visualization system for creating data visualization and maps in 3D and virtual reality on the web

- Examples and documentation can be found *here* (vr-viz.mustafasaifee.dev).
- Featured in O'Reilly's book: **Creating Augmented and Virtual Realities**.
- Shortlisted for the **Information is Beautiful award 2019**.

Client Projects

UNDP Data Futures Exchange | <https://data.undp.org/>

Client: UNDP

Role: UI/UX design, data visualization, front-end development, Project Management

UNDP SDG Push Diagnostics | <https://sdgdiagnostics.data.undp.org/>

Client: UNDP

Role: UI/UX design, data visualization, front-end development, data analysis

VR Ohjus | <https://mustafasaifee.dev/vr-ohjus>

Client: VR | **Agency:** Futurice

Role: UI/UX design, interaction design, data visualization, front-end development

Oma Fingrid | <https://mustafasaifee.dev/oma-fingrid>

Client: Fingrid | **Agency:** Futurice

Role: UI/UX design, interaction design, data visualization

Fortum Apollo | <https://mustafasaifee.dev/fortum-apollo>

Client: Fortum | **Agency:** Futurice

Role: UI/UX design, interaction design, data visualization

Personal Projects

Air Quality In India (data story) | <https://air-quality-in-india.mustafasaifee.dev/>

Role: Data storytelling, data visualization, front-end development

COVID Dashboard | <https://covid19.mustafasaifee.dev/>

Role: Data visualization, front-end development

Gendered Toponyms | <https://gendered-toponyms.mustafasaifee.dev/>

Role: Data visualization, front-end development

Influence Campaign On Twitter (data story) | <https://influence-campaign-on-twitter-visualized.mustafasaifee.dev/>

Role: Data storytelling, data visualization, front-end development, text analysis

India Lok Sabha Election Results | <https://loksabharesults.mustafasaifee.dev/>

Role: Visual design, data visualization, front-end development, data analysis