

Mustafa Saiffee

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Portfolio

mustafasaiffee.com

GitHub

github.com/mustafasaiffee42

Professional Skills

UI/UX Design

Information Design

Data Visualization

User Research

User Flow

Usability Testing

XR Design

Front-End Development

Software Proficiency

Design

Figma

Sketch

Adobe XD

Adobe Illustrator

Adobe InDesign

Front-End

React.js

A-Frame

Three.js

Typescript

JavaScript

HTML

CSS

Back-End and Data

Express.js

Python

Data Visualization

D3.js

Processing

OpenFrameworks

Tableau

Mapping

Mapbox.js

MapLibre.js

Leaflet.js

QGIS

Experience

UNDP, New York (Contract, Home-based) | Nov '21–Present

Data Visualization Analyst

- Managing and updating *data.undp.org* (data platform for UNDP). I lead a team of designers and developers, working with different stakeholders like economists, analysts, and data scientists, to create different tools and insight pages for the platform.
- Designed and developed dashboards, interactive maps, data visualization, and data stories across various development themes including vaccine equity, income inequality, and electricity access.
- Leading a project to redesign *data.undp.org*. The project involves conceptualizing a new information architecture for better discoverability of content, intuitive navigation, and redesign of the platform to match the UNDP's design system.

Aiven, Helsinki (FI) | Aug '21–Present

Sr. UX Designer

Designed and prototyped information architecture, user flow & journey, and UI/UX for:

- **Account and Identity & Access Management (IAM) for Aiven Web Console:** A Service that helps admins better manage their projects, services, and user access. Designed a new data model to fit all the user needs and requirements.
- **Clickhouse for Aiven:** A Fully managed cloud database.
- **Apache Flink for Aiven:** A Fully managed data streaming service.

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

Sr. Designer / Designer

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

- **VR Ohjus (for VR Group):** A tool for visualizing real-time train data in Helsinki for improved and more reliable rail service. Designed and developed real-time tube maps (for the Helsinki rail network) and novel ways of visualizing data to support decision-making based on location and scheduling data.
- **Oma Fingrid (for Fingrid Oyj):** A data-driven application focusing on providing their customers (electricity companies) with live data of their electricity usage and production. Designed interactive maps to visualize the electricity grid and intuitive graphs to visualize power generation/consumption and financial data.
- **Open Banking Developer Portal (for a financial sector company):** An interface between a set of open banking APIs and their various stakeholders. Designed easy-to-understand end-user documentation with examples and tutorials, a sandbox for testing, and an interface to manage and visualize users' API usage.
- **Fortum Apollo (for Fortum Oyj):** A forecasting tool that lets users do mid-term horizon hydropower forecasts and pricing. Designed intuitive graphs and reports visualizing forecasting results in a comprehensible manner. Helped in creating a new domain-specific visual templating language that Fortum's experts can easily use to create their own fully customizable graphs and reports.

UNICEF Office of Research – Innocenti, Florence (IT) | Jul–Sep '16

Data Visualization Intern

Designed and developed a dashboard for National Multiple Overlapping Deprivation Analysis, a policy tool used to identify and quantify child deprivation.

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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Social Media

LinkedIn

mustafasaifee

GitHub

mustafasaifee42

Twitter

mustafasaifee42

Language Skills

English

Hindi

Key Academic Projects

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

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

Designed and 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.com).
- Featured in O'Reilly's book: **Creating Augmented and Virtual Realities**.
- Shortlisted for the **Information is Beautiful** award **2019**.

Client Projects

Electricity Access Dashboard | <https://electricity-access.netlify.app/>

Client: UNDP

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

UNDP Access All Data Dashboard | <https://data.undp.org/explore-all-data/>

Client: UNDP

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

UNDP COVID Vaccine Equity Dashboard | <https://data.undp.org/vaccine-equity/explore-data/>

Client: UNDP

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

Personal Projects

Air Quality Dashboard | <https://airq.mustafasaifee.com/>

Role: Visual design, interaction design, data visualization, map design, front-end development, back-end development

COVID-19 Dashboard | <https://covid19.mustafasaifee.com/>

Role: Visual design, interaction design, data visualization, dashboard design, front-end development

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

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

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

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

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

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

Dashboard Bot (*an algorithm-driven design tool for designing dashboards*) | <https://www.dashboardbot.mustafasaifee.com/>

Role: Visual design, front-end development