Ghulam
MUSTAFA

Curriculum Vitae

RESUME
Ghulam Mustafa

+92-312-3445555
hi.mustafa@icloud.com
@madebymustafa (Linkedin)

EXPERIENCE
PROFESSIONAL

i2c (xiQ)   09/2020 - Present
04, Old FCC Rd. Ferozepur Road,
Gulberg III, Lahore
Sr. UI/UX Designer
Key responsibilities & values includes:

• Requirement gathering, ideating and creating concepts.
• Craft beautiful UI that integrates both convention and design trends.
• Advocate for collaborative design, design thinking, and UX process.
• Work closely with developers to take an idea from concept to implementation.
• Properly document design decisions and provide dev-ready assets
• Take a user-centered design approach and rapidly test and iterate designs.
• Work with different teams and partners in setting the right tones.

ABACUS Consulting   01/2019 - 08/2020
Shaheen Complex, 38 Abbott
Road, Lahore 54000
Sr. UI/UX Designer
Design is crucial to that, and here's why: It's all about the experience. And
this role is one of the cornerstones to how we build the most useful
product to accelerate success. It's also a TON of fun -- one of the best
jobs on the planet if you ask me. Key responsibilities & values includes:

• Requirement gathering, ideating and creating concepts.
• Craft beautiful UI that integrates both convention and design trends.
• Advocate for collaborative design, design thinking, and UX process.
• Work closely with developers to take an idea from concept to implementation.
• Properly document design decisions and provide dev-ready assets
• Take a user-centered design approach and rapidly test and iterate designs.
• Work with different teams and partners in setting the right tones.
• Create deliverables to communicate design work including sketches,
   wireframes, low-fi concepts, specifications, and high-fi prototypes.
• Continually give and solicit UX and UI feedback from others.
• brainstorm and identify opportunities for improving the overall UX.
• Work with a team of designers, strategists, developers, and business
   stakeholders from concept to completion to craft meaningful experiences
   for our users through iterative design

Software Alliance.   08/2017 - 01/2019
32-Y 60 Feet Road
TBZ, Sahiwal 57000
Lead Designer / Design Manager
At SoftwareAlliance, we make products solution that people love. Our
teams are dedicated to providing games and web solutions and services
for all business types, from startups to well-established companies. My
career mission is to make technology easy to use and accessible to
everyone. The motivation that drives me every day is to work with people
and brands that inspire me.Key responsibilities & values:
• Direct communication with clients
• Collaborating with PM, Sales, Growth
• Leading SoftwareAlliance design promotion & design marketing strategy
• Setting, maintaining and communicating design processes & workflows
• Playing strategy role in new business relations and client pitches
• Creating user flows and user stories
• Managing, mentoring and building talented team of designers
• Collaborating with other teams (sales, marketing, social, development
• Innovative ideas & conceptual projects

Evantrium, Inc.   02/2017 - 06/2017
Evantrium Solution, Inc.
Arizona USA, 85001
Crosss Platform Designer
Evantrium design and create versatile applications that get highlighted in
the application store. We give creative web and mobile applications and
venture answers for organizations. We give end-to-end arrangement and
create both Native and Cross Platform Mobile Applications for iOS and
Android. Our Agile Scrum conveyance procedure helps us in on time
applications conveyance to organizations. Our experience have issued us
introduction to finish life cycle of dealing with ventures from requirements
elaboration to last approbation of customers. Key responsibilities &
values:
• User Experience (research, prototyping, wireframes)
• User Interface Design (web apps, Facebook apps/tabs, iOS apps)
• Web Design (microsites, websites, product sites)
• Various small design works on social media
• Playing strategy role in new business relations and client pitches
• Idea making and concepts for new projects and solutions
• Playing around with video presentations and animations

Click Matters   06/2015 - 01/2017
37th FLOOR, ONE CANADA
SQUARE, London,E14 5AA
Senior Visual Designer
Responsible for providing clients a creative approach to elevate their web
presence towards online success. This includes usable, noticeable and
brand oriented websites with use of out of the box ideas and without
compromising the creative aspects.
• Understand client briefs and actively contribute to the brainstorming.
• Manage and maintain a library of design components.
• Develop and maintain a detailed UI design style guide for use
• Design explorations for User Interfaces and related visual design.
• Experience of User Experience planning, wireframe development.
• Create User Interface designs referencing latest platform innovation.
• Provide guidance, reference and direction to team members.
• At ease in making senior client presentations.
• Design and produce marketing communications
• Stay current on industry trends.
• Visual design definition, direction and execution
• Contributing to client relationships as needed per project need
• Conduct and report back on UI design reviews for all clients.
• Creatively seek out new products and maintain cutting edge industry
• Contributing to client relationships as needed per project need
• Mentor other designers (staff, freelance, interns etc)
• Performing other duties as assigned

EDUCATION   BS(Computer Science) COMSATS University
                         Scholarship Recipient

CERTIFICATIONS   Enterprise Design Thinking Practitioner (**IBM**)
                         UI Design Patterns for Successful Software (**IDF**)
                         User Research – Methods and Best Practices (**IDF**)
                         UX Management: Strategy and Tactics (**IDF**)
                         User Experience Research and Design Specialization (**UNIVERSITY OF MICHIGAN**)
                         Interaction Design Specialization (**UC SAN DIEGO**)

AWARDS   Employee of the month (ABACUS)
                         Behance Graphic Design Curated Gallery
                         Behance Illustrator Curated Gallery
                         Logolemon - Design Distinction
                         Logopose - Design Distinction
                         Designtalks - Design Featured

PUBLICATIONS   Glaucoma Detection Based on Neural Network (To Be Published Soon)

PASSIONS

Product Strategy
Design Systems
Customer Journey Mapping
Affinity Diagramming
Persona Development
User Interviews
Information Architecture
Sketching
Wireframing
Visual Design
Interactive Prototyping
Motion Graphics
3D Illustrations
Visual identity system
Iconography & illustrations

TOOLS

Adobe Suite
Sketch
Figma
Invision Studio
Framer
Principle
Protopie
Flowmap
Mural
Cinema 4D
Whimsical
Miro
Airtable
Blender

CODE

HTML/CSS/Sass
Bootstrap
MUI
Javascrip
React
Ionic
C/C++
Python

PORTFOLIO

dribbble.com/madebymustafa
behance.net/madebymustafa
instagram.com/madebymustafa

I believe in making it simple but significant!

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