

MUSTAFA ZAFAR

USER EXPERIENCE DESIGNER



I have extensive experience creating engaging native mobile apps, websites and services, based on user-centered design principles.

Combining my strengths in product strategy, information architecture and user experience design, I've delivered effective solutions for a diverse group of clients across startups, consumer goods, government and media.

EXPERIENCE

HEAD OF USER EXPERIENCE

August 2015 – Present

Callsign, UK

Working alongside the founder, I helped pivot the startup from a secure-sharing social app to an AI-driven, multi-factor authentication service for banks and enterprise, and am responsible for user experience across all products.

Alongside UX responsibilities, I also operate as product owner, working closely with the scrum teams delivering the product backlog for mobile apps, web-based admin tools, and other user-facing aspects of the service.

FREELANCE CONSULTANT

January 2013 – August 2015

Mungopod, UK

Freelance user experience consultant for various web builds and mobile apps.

Worked with digital agencies and startups including:

- **ParentsNearby**, an award-winning Tinder-like app (iOS, Android) for meeting like-minded parents in your neighbourhood. Delivered personas, wireframes, prototype, user testing and specifications.
- **Crown Bioscience**, a bilingual, responsive website for a leading cancer research organisation. Provided information architecture, wireframes, prototype, animations, specifications and testing.
- **SaaS startup** for an upcoming startup managing creative film IP disbursements. Provided detailed user flows, mockups and a web prototype for offline use.
- **OMM Challenge**, a meditation learning app (iOS) and responsive website. Delivered user flows, wireframes, prototypes and specifications.
- **Intelligent Replenishment**, a SaaS startup fixing in-store stock management for retailers (eg Tesco). Developed strategy, user flows, mockups and prototype of the MVP app and web dashboards.

SENIOR PRODUCER & UX DESIGNER

January 2012 – December 2013

Nimble Mobile, UK

Defined user experience of apps and responsive websites, providing strategy, research, information architecture, user flows, wireframes and prototypes. Liaised with clients to set objectives, collaborate and conduct user testing to ensure completed projects met business objectives.

Continue...

CONTACT

☎ 07411 720729

✉ mustafa@edgema.com

🐦 @edgema

SKILLS

Product Strategy

User Research

Information Architecture

User Flows

Wireframes and Prototypes

User Stories / Specifications

Usability Testing

SOFTWARE

Sketch / Figma

Visio / Gliffy / Other

Photoshop / Affinity Photo

Invision / Marvel / Flinto

Jira / Asana / Trello

HTML / CSS

PLATFORMS

Android

iOS

Web

LANGUAGES

English

Urdu / Hindi

INTERESTS

Travel

Maps

Reading

Data Visualisation

Architecture

PORTFOLIO

www.edgema.com/portfolio

Current work under NDA

Continued...

Worked with various media, consumer business, digital agency and startups including:

- **Q App**, (iOS, Android), website and marketing touch points to build out a UK-wide, mobile payment platform for hospitality. Deliverables include strategy, user flows, wireframes and usability testing.
- **YuDoMail**, a workflow-driven email for the finance industry. Developed user flows and wireframes for their iOS app and responsive website.
- **MTC English**, multilingual app (iOS, Android) for teaching English pronunciation. Provided strategy, research, wireframes and specifications.
- **BBC TopGear News** app (iOS, Android, Blackberry) strategy and wireframes for new features, additional revenue streams and enhanced the user experience.
- **BBC TopGear** responsive website with content audit, user flows and wireframes.
- **BBC GoodFood** responsive website design for home and search funnel pages.
- **InsureandGo**, concierge-like mobile and tablet apps to inspire travel and provide assistance for customers. Defined strategy, content, wireframes, and prototypes.
- **The Brooke** charity's field support tablet app for bovine health assistance in developing countries. Worked on strategy, content, wireframes and specifications.

DIGITAL PRODUCER AND UX

December 2008 – June 2011

Adelaide City Council, Australia

Defined online, mobile and social media strategy, and user experience design for digital marketing and communications. Worked with various stakeholders across the council businesses to design digital services supporting their needs and requirements, while reducing complexity for customers.

WEB ANALYST

October 2004 – September 2008

Foster's Group, Australia

Provided strategic advice and wireframes for wine websites and campaign micro-sites. Designed internal and distributor web apps. Provided regular analysis for marketing teams. Defined Foster's website guidelines and reduced turnaround time for web requests by 50% through various service improvements.

EDUCATION

Master of Information Technology, 2004–2005

University of South Australia, Australia

Bachelor of Architecture, 1994–1998

Indus Valley School of Art and Architecture, Pakistan

AWARDS

- **ParentsNearby** app, Best use of location services, MoMA 2015
- **QApp** app, Commendation for mobile/tablet customer facing app, MoMa 2014
- **Picture Adelaide** website, Australian Marketing Institute 2011
- **Victoria Square Adelaide** website, Australian Graphic Design Association 2011

For recommendations, please see: www.linkedin.com/in/mustafazafar

References available upon request.



MUSTAFA ZAFAR

CONTACT

☎ 07411 720729

✉ mustafa@edgema.com

🐦 @edgema

PORTFOLIO

www.edgema.com/portfolio

Current work under NDA