Adnan Mansuri

Digital designer

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in https://www.linkedin.com/in/adnan-mansuri-842b6a1b1/

Education

Intercative Media Practice
University of Westminster
Sept 2023 - Present

Bachelor of Visual Arts
The Maharaja Sayajirao University of Baroda
May 2016 - May 2020

Skills

Digital design
UX and UI design
User Research
Journey mapping
User flow
Concept Sketches
Wireframes
Rapid Prototyping
Agile Methodologies
Inclusive Design
User Testing
Marketing design

Languages

English (Advance)
Hindi (Native)

Certificates

Customer Experience Design for Customer Success: Designing Great Customer Experiences
FutureLearn

Design for the 21st Century with Don Norman
Interaction Design Foundation (IxDF)

Designing for a diverse and inclusive future
Samsung Electronics logo

References

apothukutchi@alison.com
hasan.ali@securemeters.com

Personality

Calm | Cooperative | Creative | Easygoing
Flexible | Honest | Organized | Patient

Software Skills

Figma | Illustrator | XD | Photoshop | Miro

Experience

Product owner/ London — Feb 2024 - Present
itsLondon

- Worked on conceptualising and developing (Includes user research, UX and UI design) a travel website dedicated to London.
- Formulated comprehensive business, marketing and revenue-generation models, leveraging diverse features to optimise user engagement and profitability.
- Orchestrated the implementation of crucial functionalities.
- Curated information repository encompassing local insights, attractions, dining recommendations, and unique experiences.
- Designed a local marketplace website, facilitating the promotion and sale of indigenous products.

Marketing Manager/ London — Nov 2023 - Present
Kozzee Soho

- Led a rebranding project for Kozzee, a cafe/restaurant in Soho, to improve its overall brand image and customer experience.
- Designed a new, visually appealing menu that increased sales of key items.
- Created and directed engaging reels and social media content, boosting online engagement by 30%.
- Managed Kozzee's social media accounts, driving a 20% increase in customer satisfaction and visibility.
- Developed marketing materials like posters and table talkers, leading to a 15% rise in in-house customer engagement.

Marketing Graphic Designer/ Remote — May 2022 - Oct 2023
Alison

- Designed a new course page for the web and app.
- Worked on a certificate design currently downloaded by 10k+ users daily.
- Improved the social media presence by collaborating with the design team to spread the idea of free education through various channels, reaching over 50,000 followers on Instagram and a community of 129k people on LinkedIn.

Information Designer/ Udaipur — Mar 2022 - May 2022
Secure Meters

- As an Instruction Manual Designer at Secure Meters, I played a pivotal role in crafting user-friendly and comprehensive instructional materials for two flagship products (RadbotOne and ElectronicSeven).
- Thoroughly understood the technical specifications, functionalities, and operational intricacies through collaboration with product managers, engineers, and relevant stakeholders.

Graphics and UI Designer/ Remote — Jun 2021 - Feb 2022
Doodlspace

- Handled numerous clients in a day and worked on multiple domains, including illustration, interface design, Branding, and print materials.
- Worked on client briefs, brainstormed ideas, Created concepts, and delived final designs to clients.
- Handled clients: Wellnessta, Kuthuvilaku, Ezee, and Joods tech.
- Implemented an affordable flat rate system for clients to plan creative budgets.