# Hi! I'm Atif.

# I'm a Product + Marketing Designer.

I'm a creative and logical problem-solver who takes pride in conceiving and delivering data-informed design solutions.

SCROLL DOWN

## Why scroll, you ask?

Here's what to expect →

### 01  About Me

Get to know a little bit about my principles, my values and my approach.

### 02  My Journey

Where did I come from and how did I get here? What is so different about me?

### 03  Expertise

Here're some things I am actually good at a.k.a things you're probably most interested in.

### 04  Snapshots

A glimpse of some of the projects I've worked on.

### 05  Experiments

Take a look at how I conceive and deliver data-informed design soluions.

### 06  Connect

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📞  +65 9226 2969

in  bit.ly/atif-linkedin

# About Me.

# In a nutshell..

I'm a creative and logical problem-solver. My background and passion in design enables me to conceive and deliver data-informed design solutions.

I like to think unconventionally, challenge the norm and discover unique opportunities. I'm also an adventurous traveller and a father of two beautiful daughters.

## What's important to me.

I work the best when I love what I do - design and solve problems to create tangible value.

Aside from creating delightful user experiences and interfaces, I put a strong emphasis on conversion. I believe the success of a design is measured by it's form, function and it's ability to align with business goals. My designs strive to strike the perfect balance between the three.

I am also a strong advocate of planning and structure. Organisation is key in creating something scalable and robust. I value collaboration, honesty and originality.

## How I approach challenges.

Being a left-brainer in a right-brained world, I tend to always question my design decisions. There is a fine line between necessity and beautification. My job is to find that line.

"Always ask 'Why?' and if you don't have a convincing answer, then get rid of it."

Often times we get too obsessed with our ideas that we create barriers for ourselves. I like to constantly step back, look at the bigger picture, and discover new opportunites.

"Every problem in the world has a simple solution. We just need to look for it."

# 31 years in 3+1 sentences

I am a Singapore Citizen, who was born in Dubai to an Indian family.

Throughout my life, I have experienced much diversity in the culture around me.

This has shaped me into an individual with a unique character, a unique style and a unique personality. And this uniqueness differentiates me from the rest.

## National University of Singapore

BA, Industrial Design (2010 - 2015)

## Stanford University

Minor, Technopreneurship (2013 - 2014)

## Notable Achievements:

- Vice-chairperson of the NUS Air Weapons Club and member of the Air Rifle Training Team(TeamNUS).
- Selected twice for the NUS Overseas College (NOC) entrepreneurship programme. Singapore and Silicon Valley.
- Validated 2 business ideas. Pitched and selected for the NUS Venture Initiation Program (VIP) startup grant of $10k.
- Design intern at 3 startups in Singapore, India and the US. Freelance designer for 10 clients.
- Participated in 4 hackathons. Expedia and Capital One API winner for Launch Hackathon 2014.
- Brand Designer for NUS Division of Industrial Design Graduation Show 2015 held at National Design Centre, Singapore.

# Designing for the real world.

I have a strong interest in entrepreneurship. I have ventured into and validated 2 business ideas, worked at start-ups in Singapore, India and the US and provided design services to over 15 entrepreneurs and start-ups.

**SYNCHRO**

## Marketing & Product Design Lead • Synchro

Jan 2017 - Present, Berkeley (Remote)

- Responsible for the end-to-end marketing and product design needs.
- Laid the groundwork for scalability and growth across multiple fronts.
- Initiated the A/B testing efforts and ran back-to-back design-centric experiments with a 52% success rate.
- Increased Revenue per User by 89% and Conversion Rate by 81% over 18 months.
- Introduced SEO and upsell/cross-sell intiatives to drive lead generation.
- Worked alongside the Creative Director on brand refresh and implemented it across all product packaging and the marketing website.
- Managed, maintained and optimised the marketing website.
- Designed and developed traffic-specific landing pages.
- Led the execution of multiple product launches, quarterly sales and paid advertisement campaigns.
- In-charge of frontend development and code maintenance.
- Increased company-wide collaboration and efficiency.

# My Journey :

Experience

### Principal Designer · AFstudios

Jan 2014 - Present, Singapore

- Provided various design-centric services to 17 clients.
- Over 8 years of client management experience. 16 out of 17 clients introduced via positive work-of-mouth.
- Worked with founders and start-ups to design products and improve business ideas.
- Conducted product brainstorming sessions to identify complex problems and uncover simple solutions.
- Provided end-to-end brand design, product design, responsive web design and visual design services.
- Introduced A/B testing culture and framework and published marketing experiments.
- Provided ad-hoc development support via Hubspot, Shopify and Github.

### Marketing & Conversion Designer · TradeGecko    Acquired by Intuit

July 2015 - Dec 2016, Singapore

- Responsible for managing and optimising the marketing website.
- Conceived an A/B testing culture for the marketing website, focusing on optimising top and middle of the funnel conversion.
- Spearheaded SEO strategy with primary focus on keyword research, content creation and technical audit.
- 9% month-on-month growth of Organic traffic over 6 months.
- Conducted SEO and CRO focussed workshops for the marketing team.
- Designed & developed TradeGecko's Resource Library for lead-gen.

# My Journey :

Experience
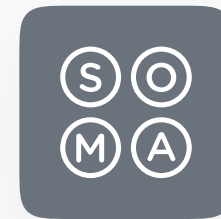
## Design Lead (Internship) · Soma Water <span>Acquired by Full Circle Home</span>

Aug 2013 - Jul 2014, San Francisco

- Joined the company one month before launch.
- Championed the entire design effort ranging from website, email and social media.
- Managed external design collaborators, contractors and design intern.
- Researched and implemented an A/B testing framework.
- Designed and developed multiple site and landing pages.
- Published custom marketing funnels based on channel and source to increase conversion rate.
- Conducted ethnographic user research to improve the experience of unboxing and interacting with the product.
- Conceptualised, prototyped and tested packaging and product improvements.
- Involved in new product ideation bootcamp with industry experts.

## Visual Designer (Internship) · Milaap

2012 - 2013, Singapore

- Worked alongside the CEO as the company's first in-house designer.
- Responsible for the entire visual identity of the company.
- Championed marketing & lead-gen campaign design, including offline events.
- Designed and developed landing pages using basic HTML/CSS.
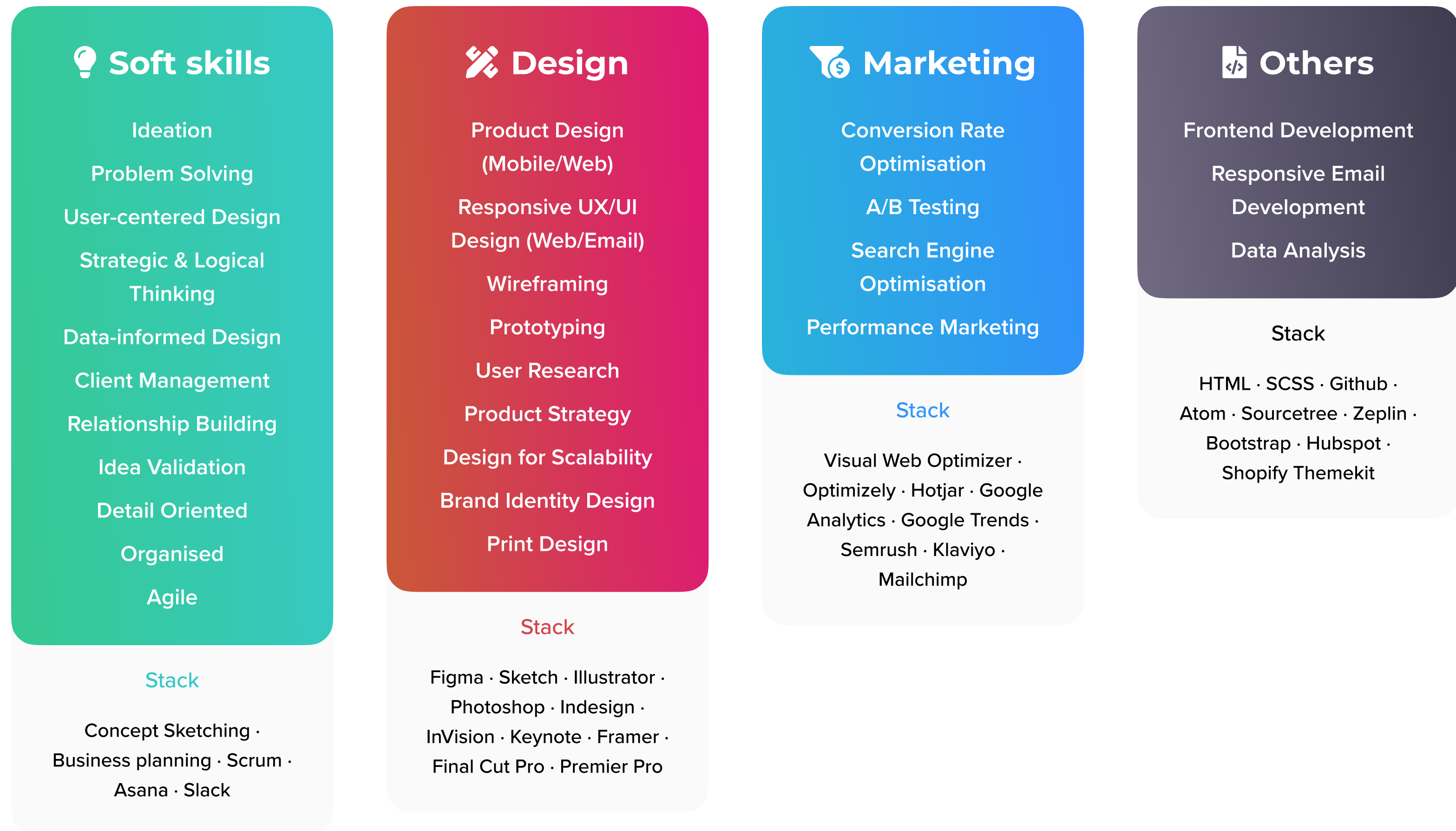- Designed and built all company emails using Mailchimp.

# The complete package.

As a data-informed designer, I value the importance of conversion as much as the intangible benefits of good design. My unique blend of skills enable me to completely own the entire product lifecycle, from conceptualisation to optimisation.
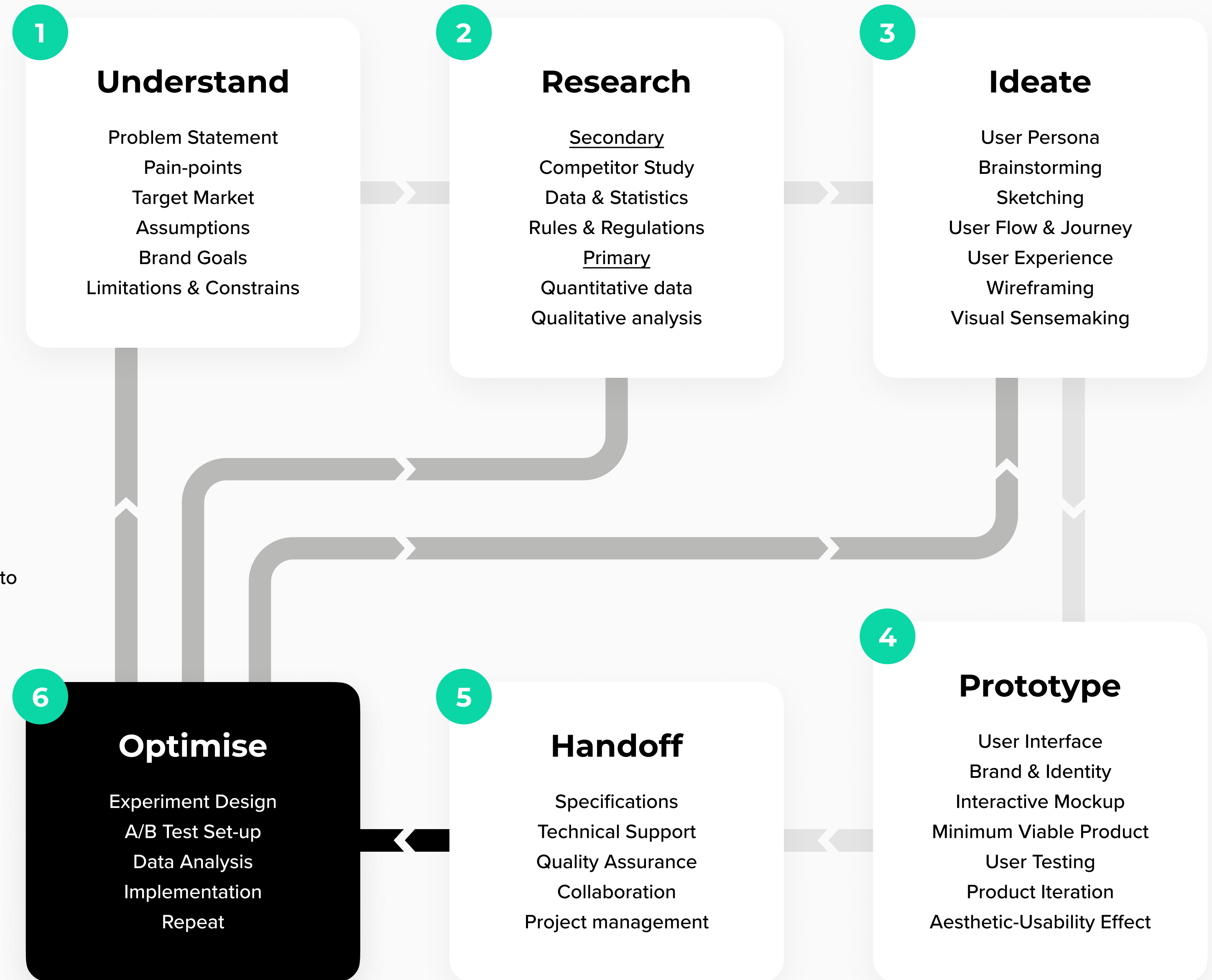
## Expertise :

Skills

### 💡 Soft skills

Ideation

Problem Solving

User-centered Design

Strategic & Logical Thinking

Data-informed Design

Client Management

Relationship Building

Idea Validation

Detail Oriented

Organised

Agile

**Stack**

Concept Sketching · Business planning · Scrum · Asana · Slack

### 🛠 Design

Product Design (Mobile/Web)

Responsive UX/UI Design (Web/Email)

Wireframing

Prototyping

User Research

Product Strategy

Design for Scalability

Brand Identity Design

Print Design

**Stack**

Figma · Sketch · Illustrator · Photoshop · Indesign · InVision · Keynote · Framer · Final Cut Pro · Premier Pro

### 🔻 Marketing

Conversion Rate Optimisation

A/B Testing

Search Engine Optimisation

Performance Marketing

**Stack**

Visual Web Optimizer · Optimizely · Hotjar · Google Analytics · Google Trends · Semrush · Klaviyo · Mailchimp

### 📄 Others

Frontend Development

Responsive Email Development

Data Analysis

**Stack**

HTML · SCSS · Github · Atom · Sourcetree · Zeplin · Bootstrap · Hubspot · Shopify Themekit

# Expertise :

Process

## Agile Design Thinking.

An iterative method to finding the right solutions to the right problems.

**1**

## Understand

Problem Statement
Pain-points
Target Market
Assumptions
Brand Goals
Limitations & Constrains

**2**

## Research

<u>Secondary</u>
Competitor Study
Data & Statistics
Rules & Regulations
<u>Primary</u>
Quantitative data
Qualitative analysis

**3**

## Ideate

User Persona
Brainstorming
Sketching
User Flow & Journey
User Experience
Wireframing
Visual Sensemaking

**6**

## Optimise

Experiment Design
A/B Test Set-up
Data Analysis
Implementation
Repeat

**5**

## Handoff

Specifications
Technical Support
Quality Assurance
Collaboration
Project management

**4**

## Prototype

User Interface
Brand & Identity
Interactive Mockup
Minimum Viable Product
User Testing
Product Iteration
Aesthetic-Usability Effect

# Personal Healthcare Mobile App

A chatbot-centric medical app that keeps track of your wellness. The all-in-one app provides virtual health checkups, live tele-consultations, wellness coaching and a medical marketplace.

**My Role:** ① ② ③ ④

I was the freelance brand and product designer for the public mobile app and corporate tablet app. I also reimagined the overall experiential design of the hardware and software interaction.
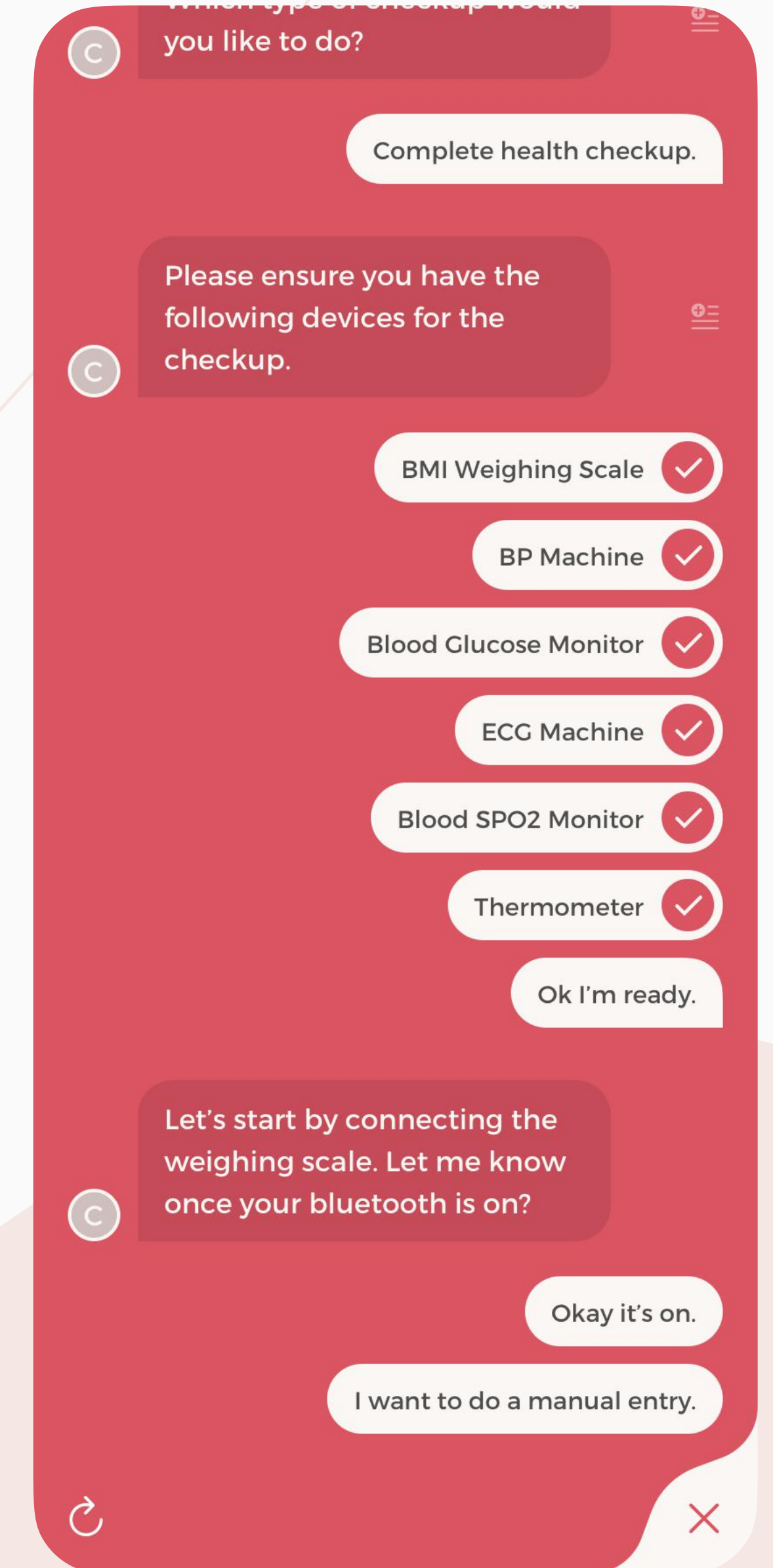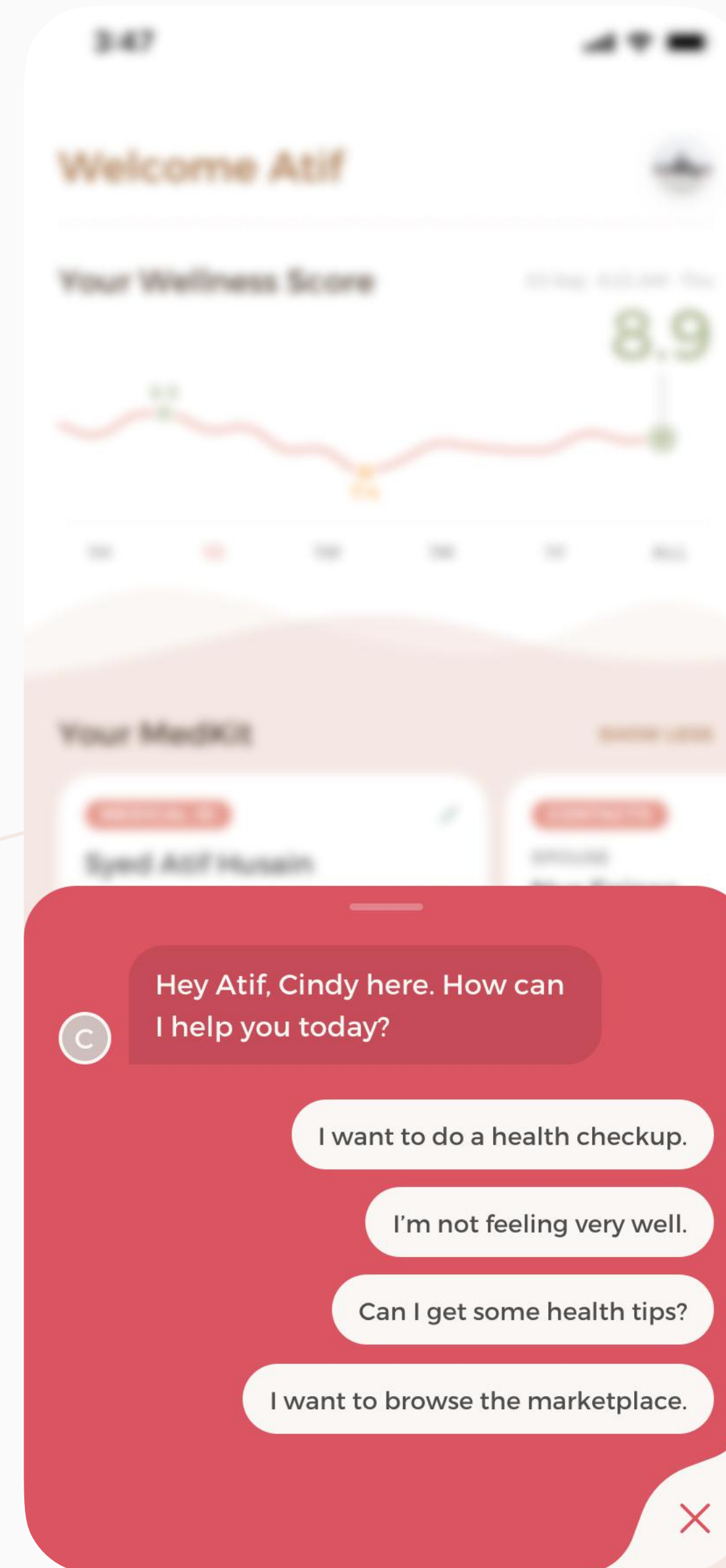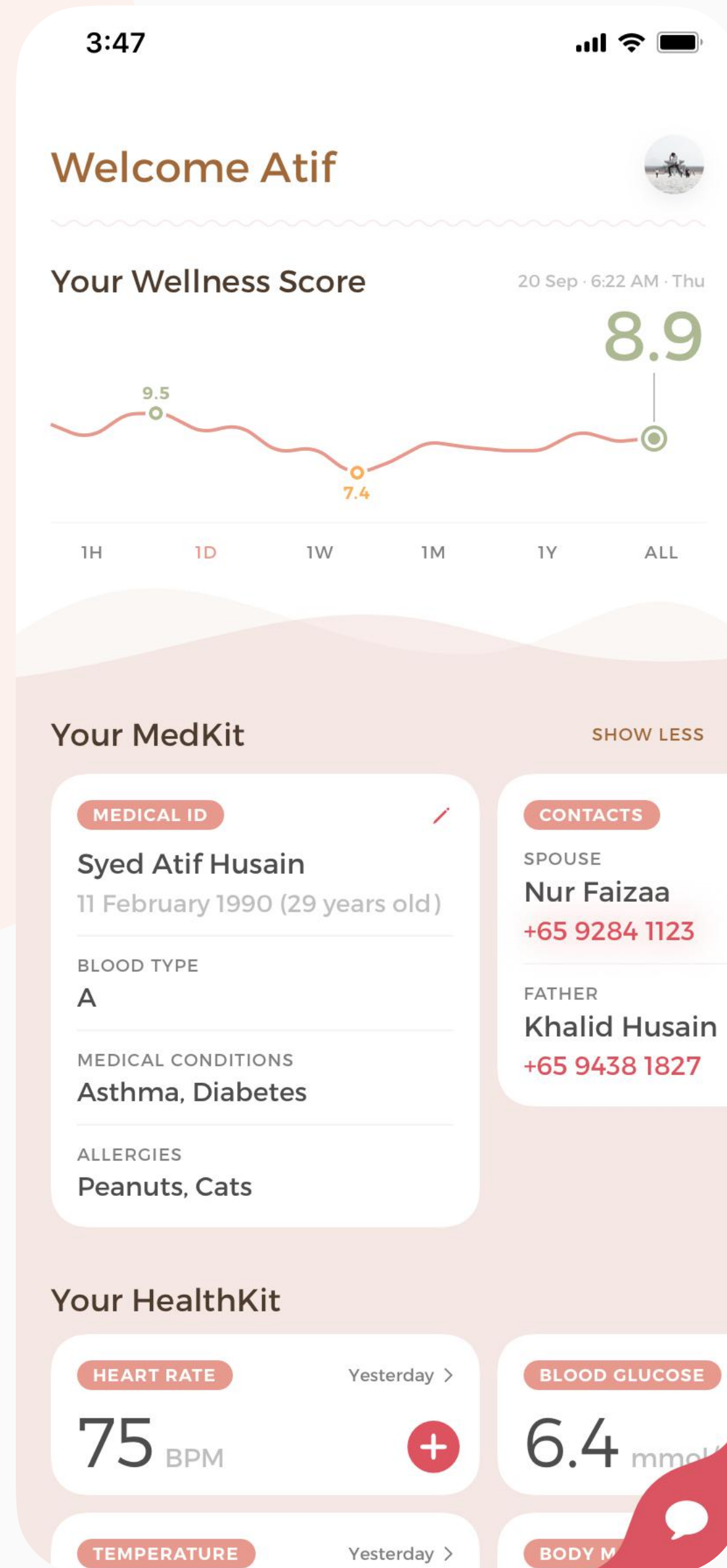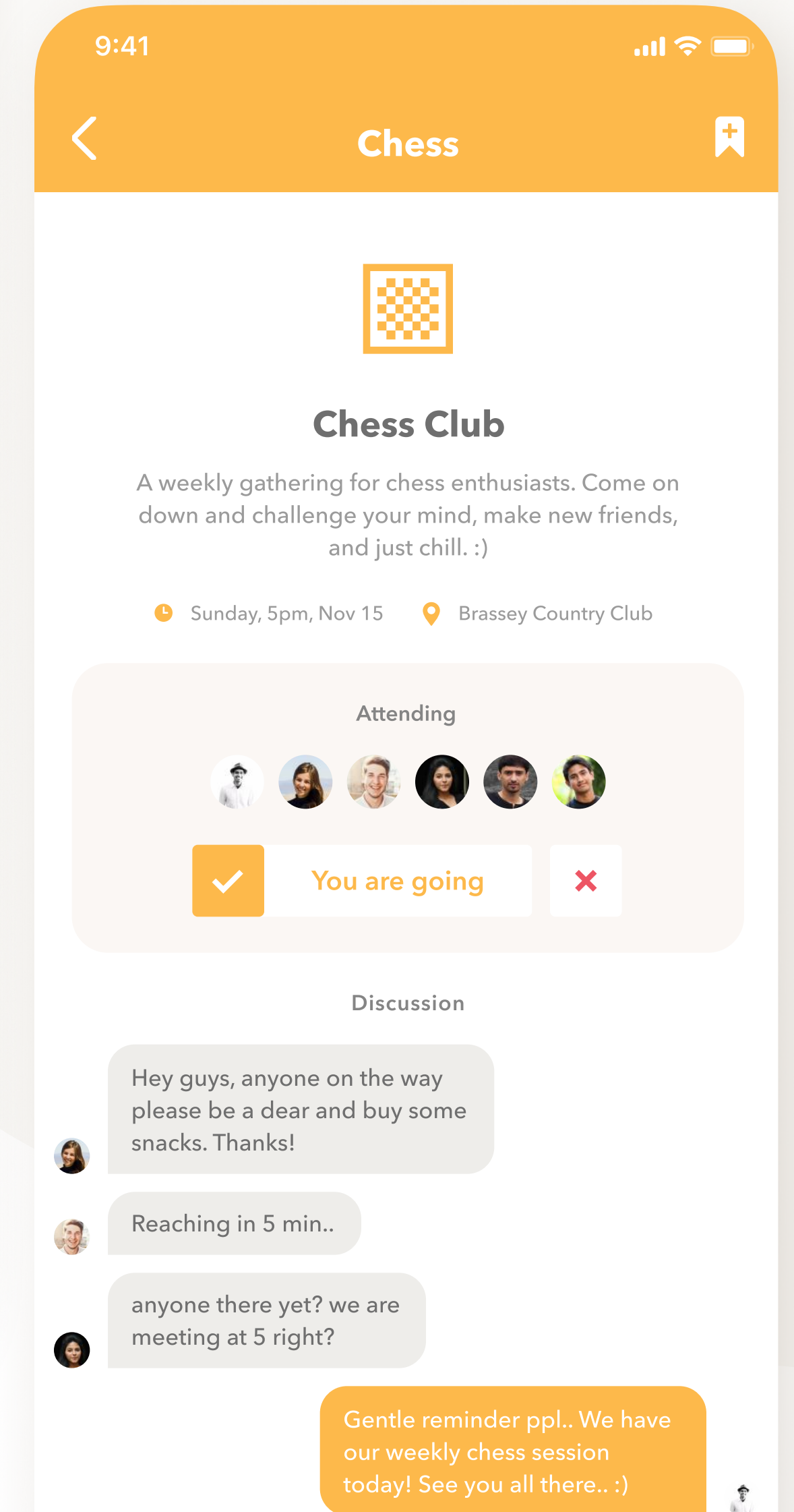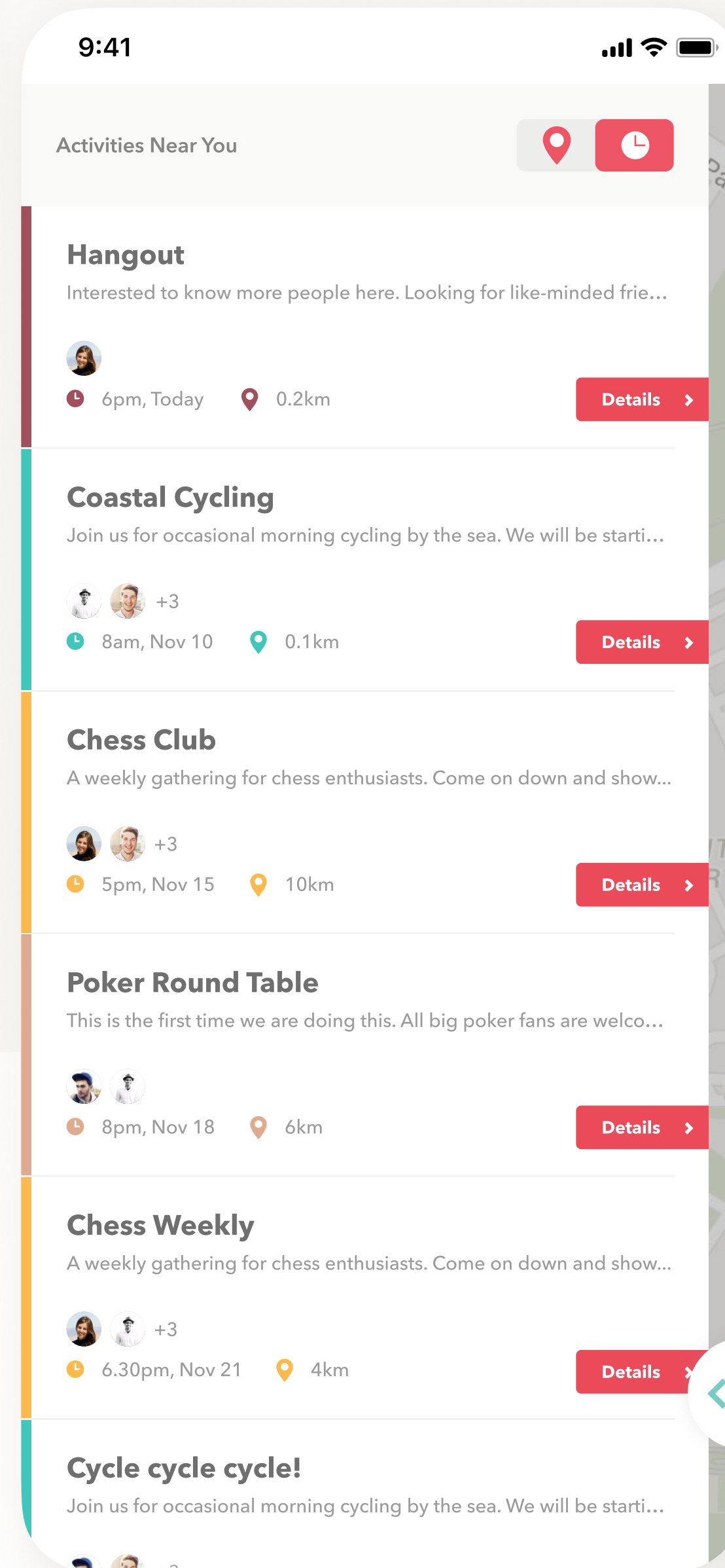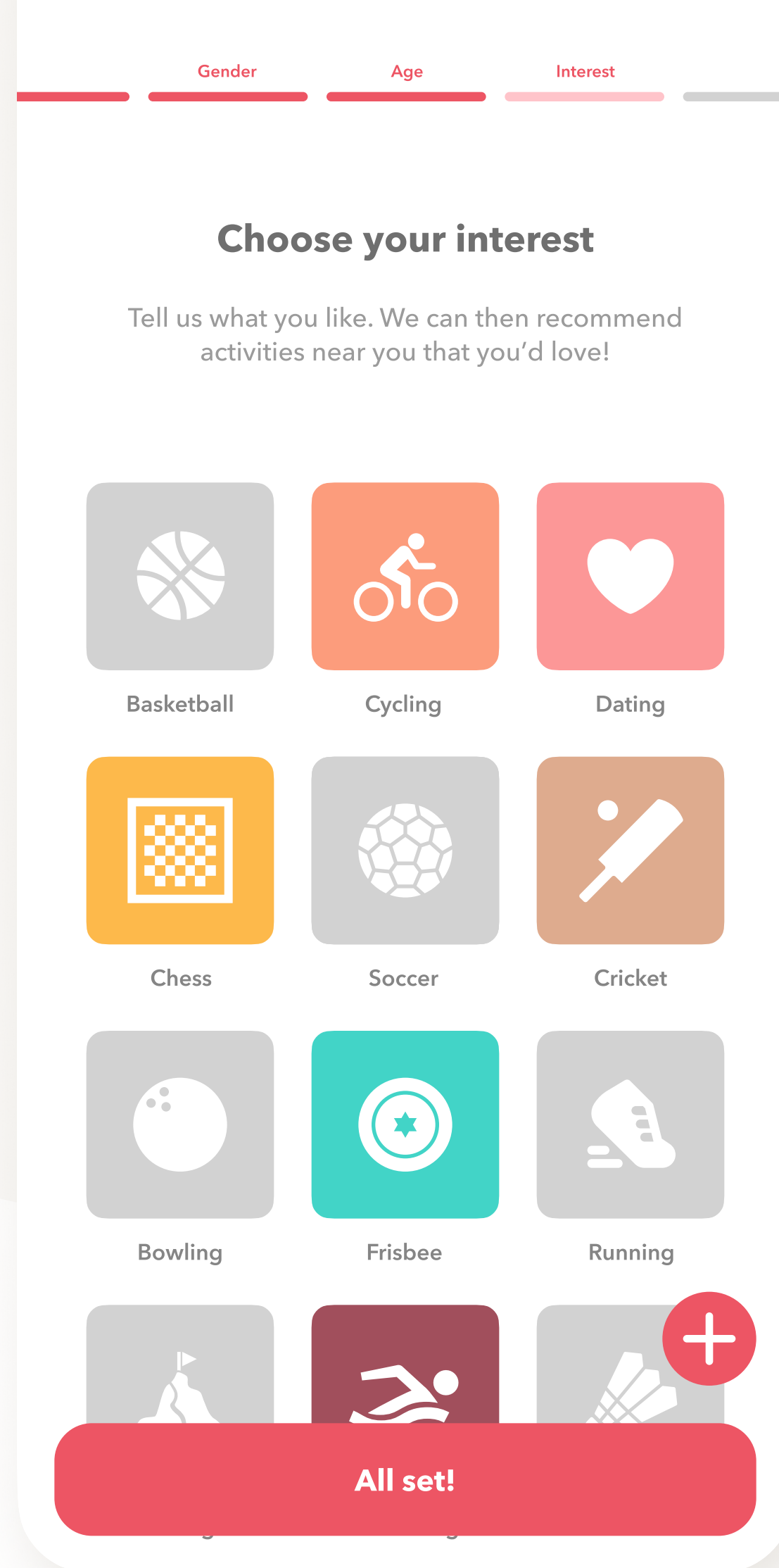
# Interest-based Social Network

An interest-driven community app for like-minded individuals to connect and interact. Users can create and join activities based on their hobbies and location.

**My Role:** 1 2 3 4

I was the freelance consultant, brand designer and product designer for the mobile app. I conducted brainstorming sessions with the founder to refine and simplify the user flow and executed the entire app design.

up next

## Snapshot 3 of 5

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Gender    Age    Interest

## Choose your interest

Tell us what you like. We can then recommend activities near you that you'd love!

| | | |
|---|---|---|
| Basketball | Cycling | Dating |
| Chess | Soccer | Cricket |
| Bowling | Frisbee | Running |

**All set!**

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9:41

Activities Near You

### Hangout
Interested to know more people here. Looking for like-minded frie...

6pm, Today    0.2km    **Details** >

### Coastal Cycling
Join us for occasional morning cycling by the sea. We will be startin...

+3
8am, Nov 10    0.1km    **Details** >

### Chess Club
A weekly gathering for chess enthusiasts. Come on down and show...

+3
5pm, Nov 15    10km    **Details** >

### Poker Round Table
This is the first time we are doing this. All big poker fans are welco...

8pm, Nov 18    6km    **Details** >

### Chess Weekly
A weekly gathering for chess enthusiasts. Come on down and show...

+3
6.30pm, Nov 21    4km    **Details** >

### Cycle cycle cycle!
Join us for occasional morning cycling by the sea. We will be starti...

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9:41

Chess

### Chess Club
A weekly gathering for chess enthusiasts. Come on down and challenge your mind, make new friends, and just chill. :)

Sunday, 5pm, Nov 15    Brassey Country Club

**Attending**

✓ You are going ✗

**Discussion**

Hey guys, anyone on the way please be a dear and buy some snacks. Thanks!

Reaching in 5 min..

anyone there yet? we are meeting at 5 right?

Gentle reminder ppl.. We have our weekly chess session today! See you all there.. :)
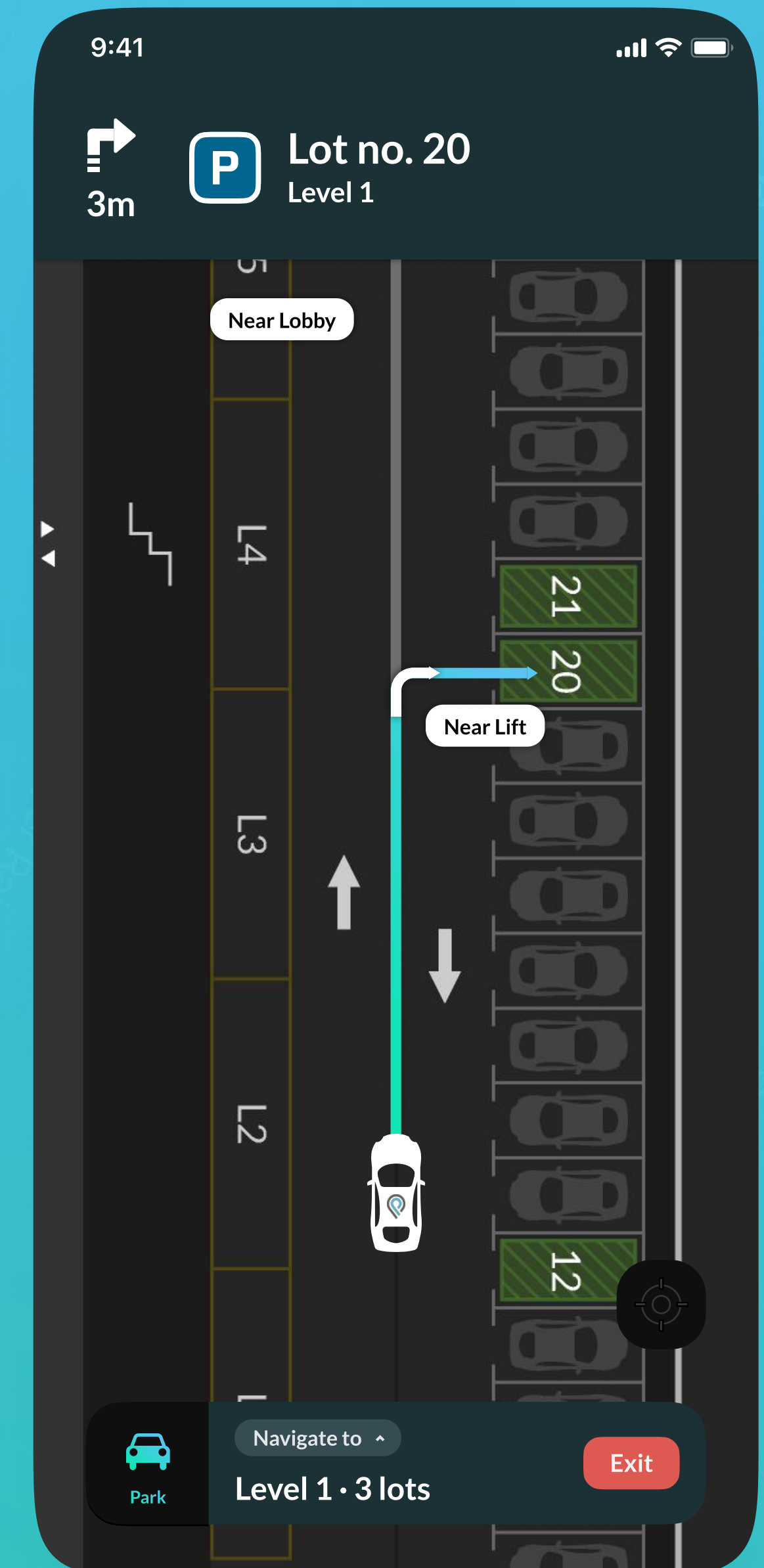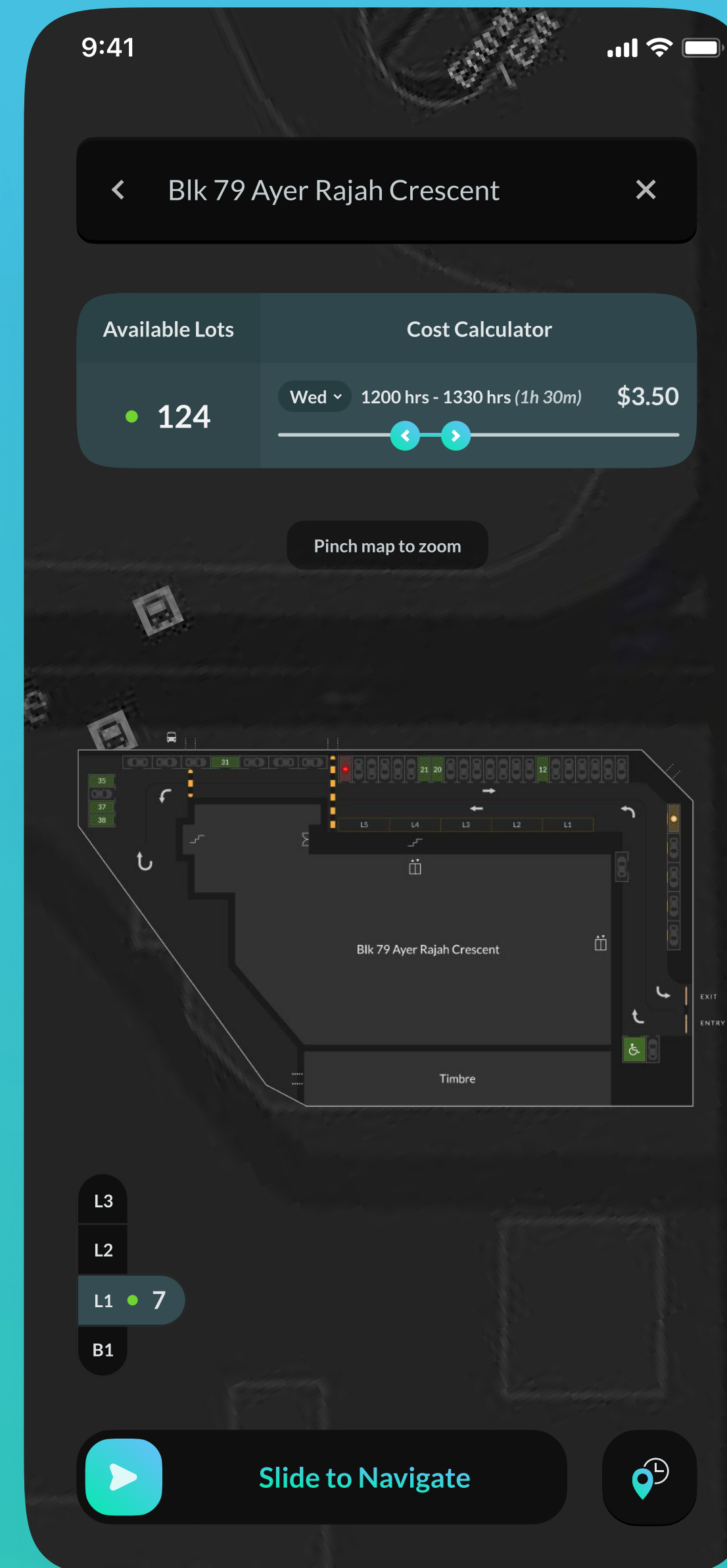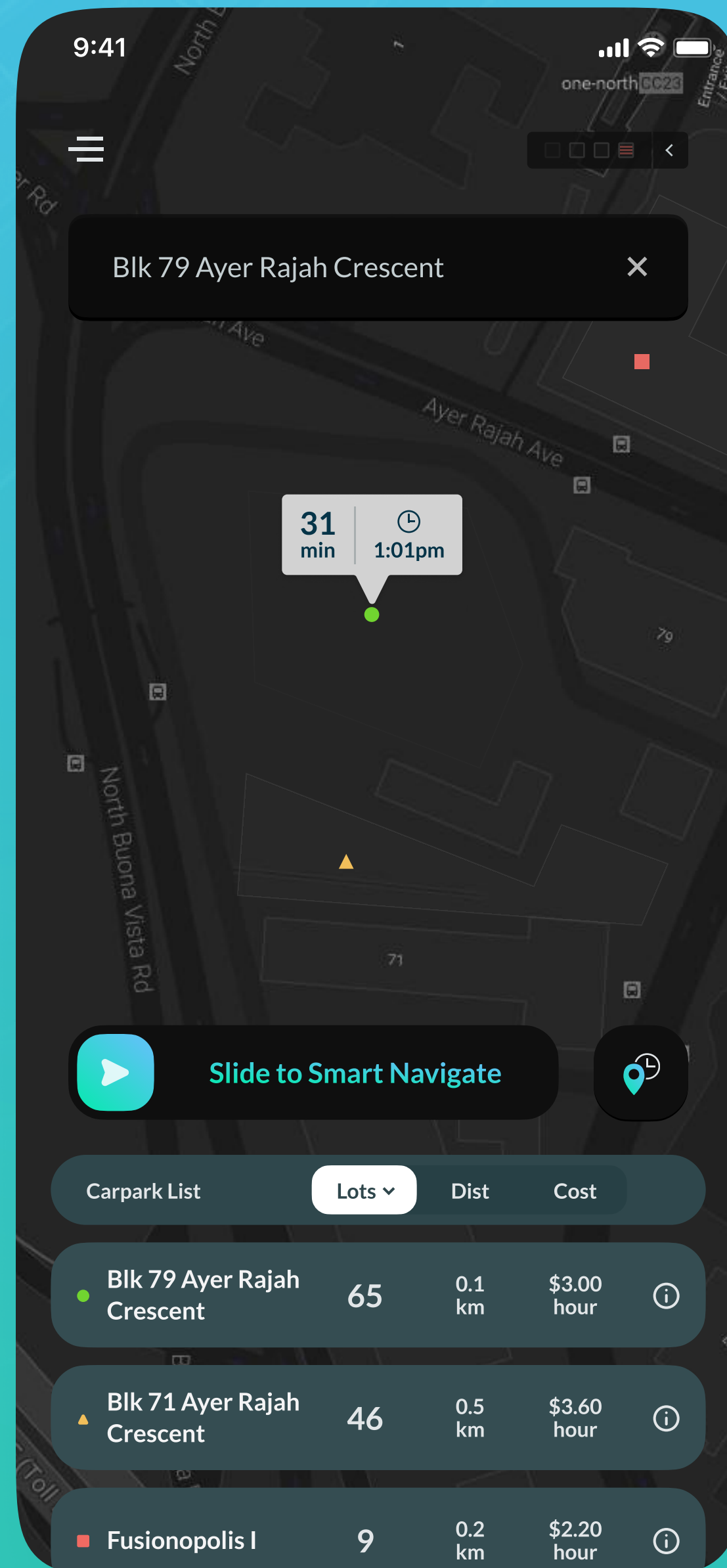
# Smart Parking Finder

A mobile application that allows users to easily find parking lots in urban spaces. The app provides realtime carpark occupancy and in-carpark navigation with the use of hardware sensors.

**My Role:** 1 2 3 4 5

I was the freelance product design lead for the mobile app. Working directly with the founders and engineers, I led the entire design and development lifecycle of the mobile app from ideation to fruition.

# Modular Carpark Management Dashboard

A highly customisable dashboard for carpark operators to visualise and utilise the user data gathered from the Smart Parking Finder mobile app and the hardware sensors.

**My Role:** 1 2 3 4 5

I was the freelance product design lead for the web dashboard. Working directly with the founders and engineers, I executed the entire product design and led the development and QA processes.

up next

**Snapshot 5 of 5**

# Lost & found Platform

A holistic solution for recovering and returning lost objects through a passive online platform and an affordable and active tagging system.

**My Role:** ① ② ③ ④ ⑤

I was the founder and owner of this project. I was responsible for the conception, iteration, validation and development of the product.

The business idea was selected for the NUS Venture Initiation Program (VIP) startup grant of $10k.
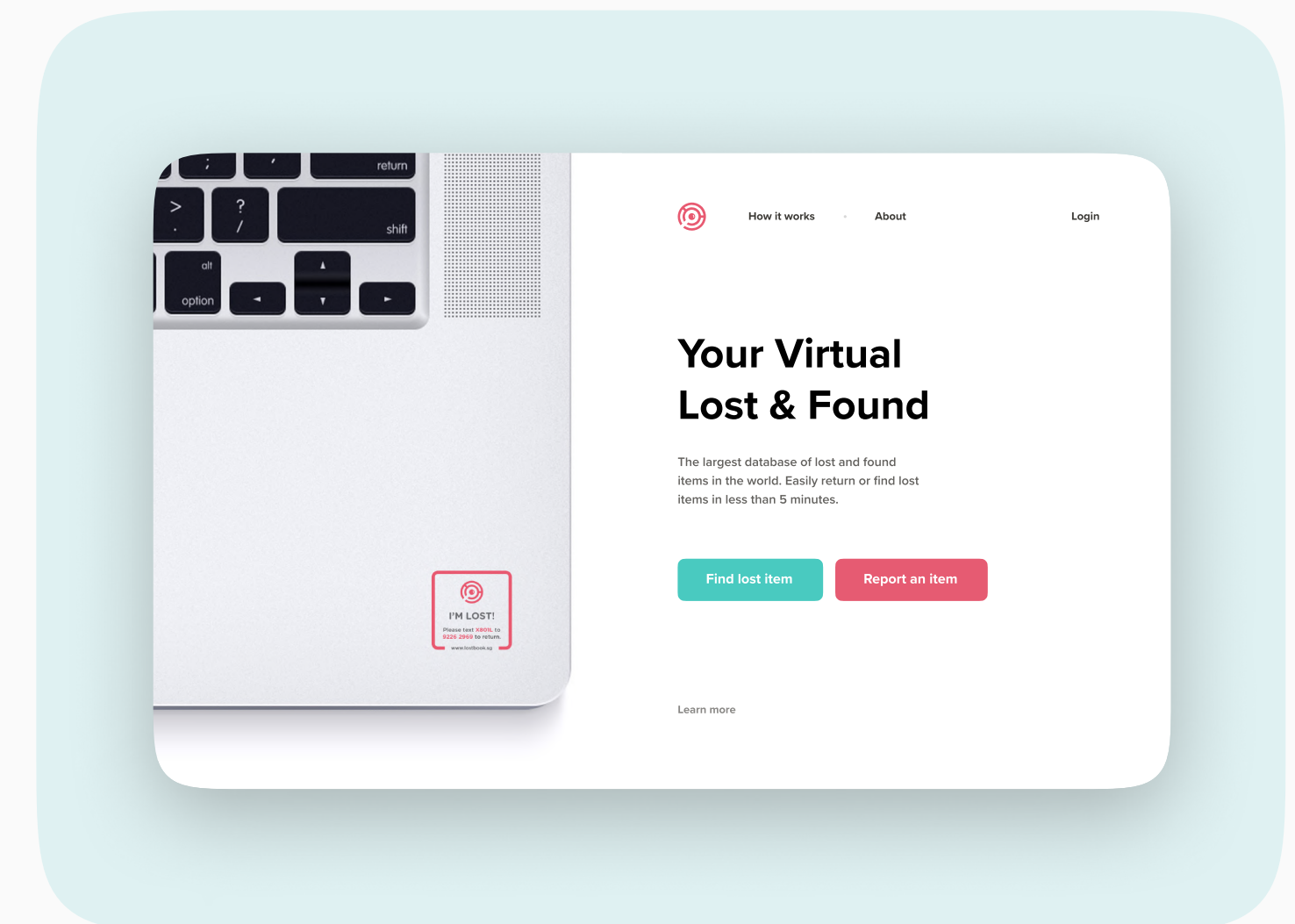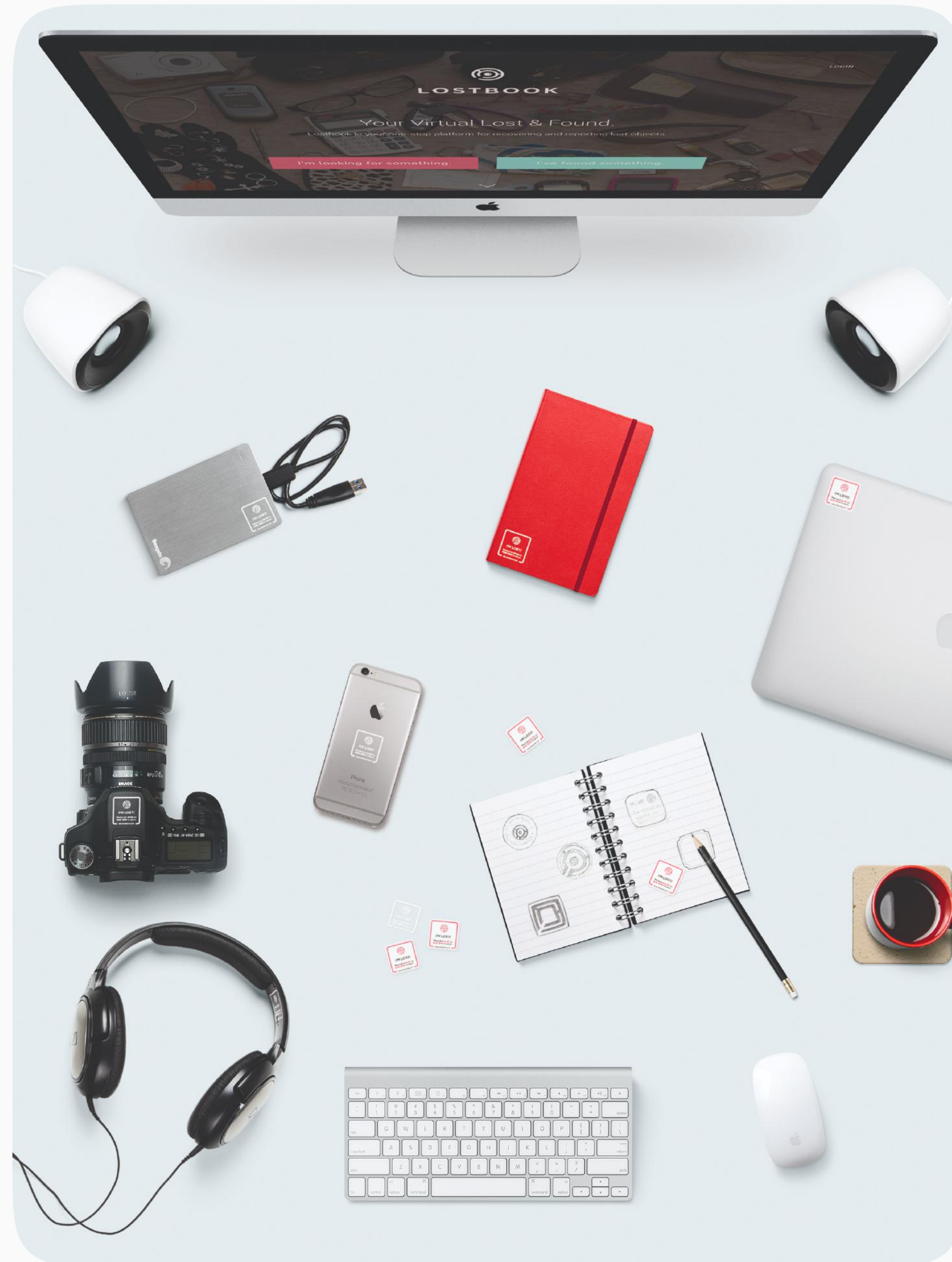
## Experiments : Overview

# Over 100 experiments in 6 years.

As of August 2021, I have ideated, hypothesised, prioritised, designed, developed, published and analysed 114 A/B and multi-variate tests.

### Success Rate

## 52%

*A test is declared a success when the variant outperforms control by a statistical significance of more than 95%.*

### Total Idea Pool

## 257

*A list of all shortlisted past, present and future experiment ideas.*

### Experiments Completed

## 114

*A combination of A/B split tests, multivariate tests and multi-page tests.*

### Average Test Duration

## 3 weeks

*Durations can range anywhere between 2-8 weeks, depending on the number of variants, page traffic and conversion rate.*

### Prioritisation Method

## PIE

*A idea scoring system based on its Potential, Importance and Ease.*

### Highest Revenue per User (RPU) Improvement

## +59%

*A landing page above-the-fold image test done for Synchro's keto-based snack.*

### Highest Overall Conversion Rate (OCR) Improvement

## +78%

*Another above-the-fold image test on the homepage. Check it out on the next page.*

# Homepage ATF Visual

**Observation** ➜ The current ATF image does not represent the product and further distracts the viewer away from the copy due to gaze-cueing.

**Hypothesis** ➜ By using an inventory management related ATF visual, *[we will see a 20% increase in trial conversion rate]* because our target audience will instantly resonate with the product.

**Results** ➜ v1 and v2 outperformed control by 78% and 74% respectively. However, as v2 was more aligned with the brand, it was declared the winner.

**Insights** ➜ The composition of the image is as important as the subject. The image should guide the viewer towards the objective of the page (i.e the product header copy and the sign-up form).

up next

**Experiment 2 of 5**

15



control



variant 1



variant 2



variant 3

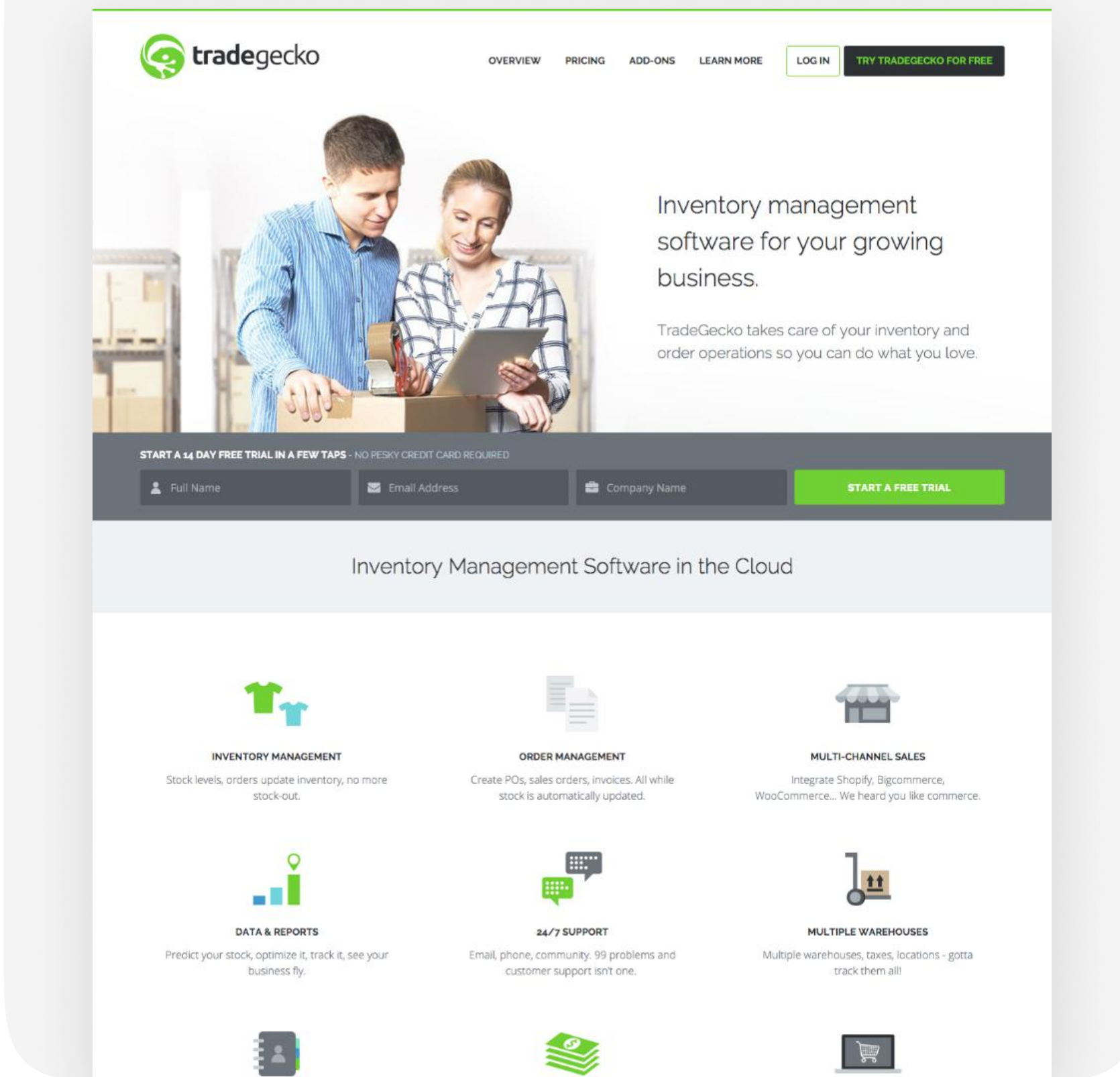CRO // 002

# Homepage ATF Video

**Observation** ➜ Graphical and engaging product videos are statistically more effective than static images.

**Hypothesis** ➜ By replacing the ATF with a product video, *[we will see a 40% increase in trial conversion rate]* because the viewers will be able to easily understand the product.

**Results** ➜ Overall, the increase in conversion rate was not statistically significant. However, v1 significantly performed better for Organic and Referral traffic.

**Insights** ➜ Though the test was not a success, the hypothesis was proven to be true for warmer audiences. Regardless, the insignificant improvement did not justify the effort and cost of producing the video.

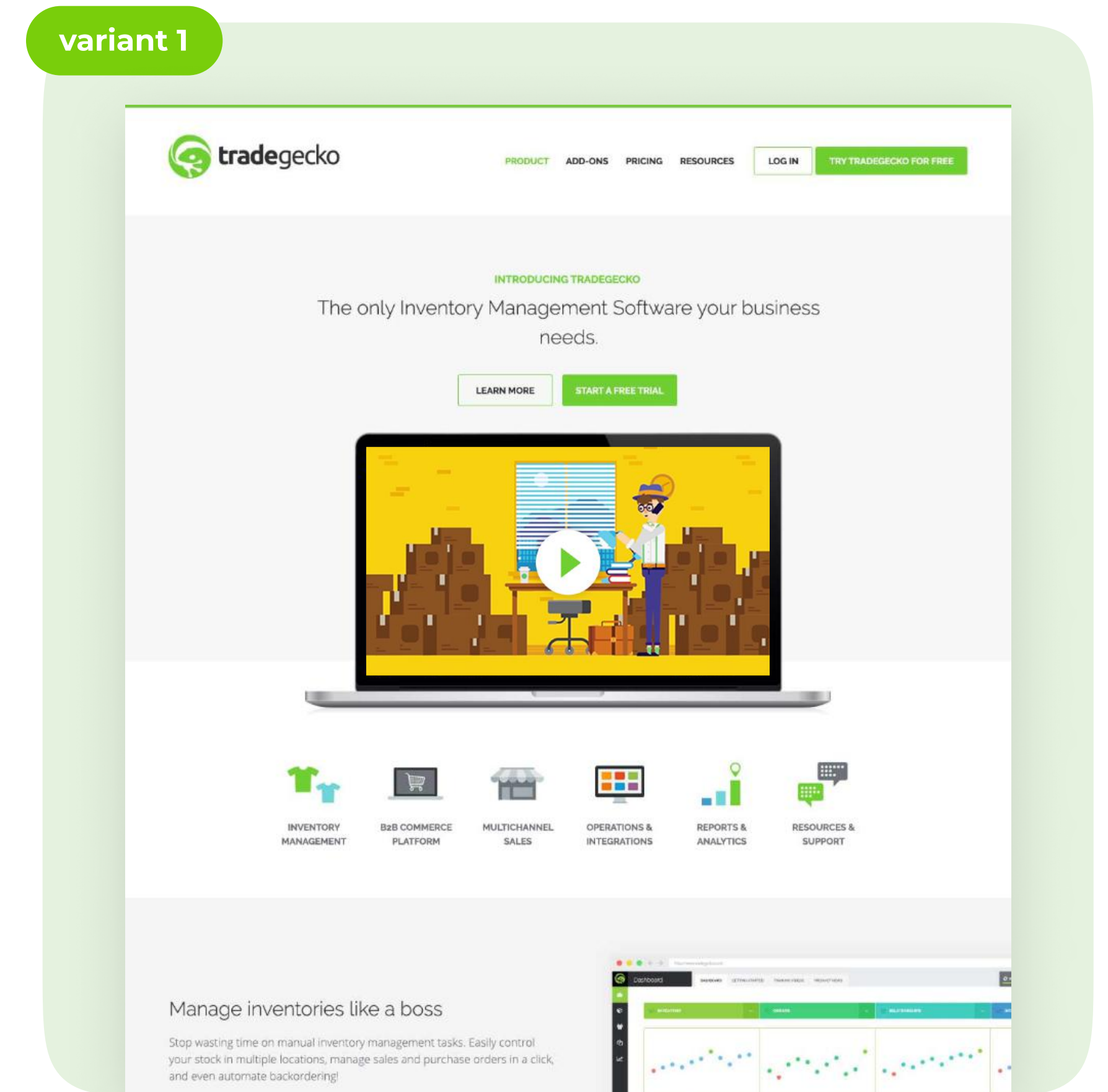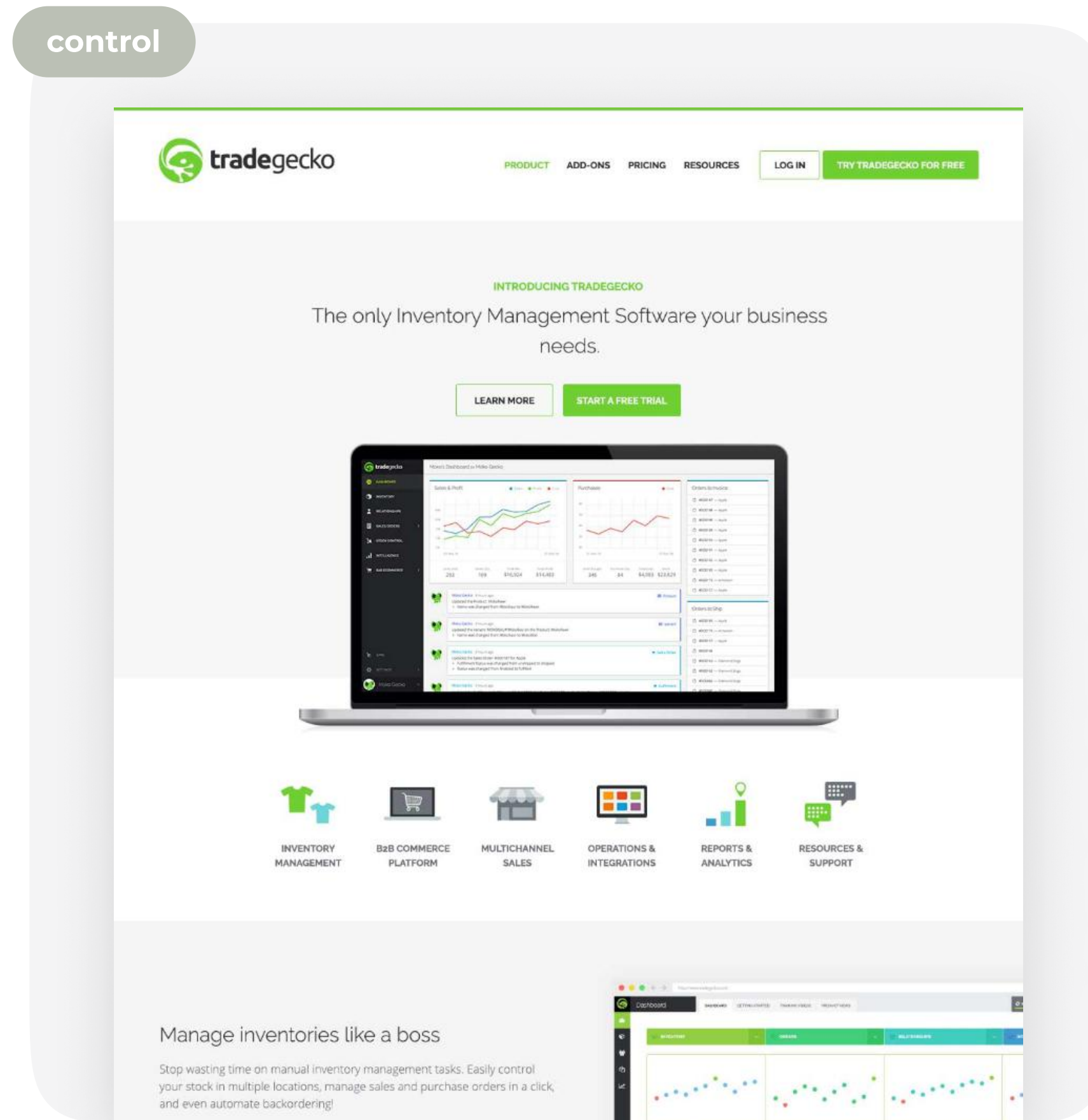up next

**Experiment 3 of 5**
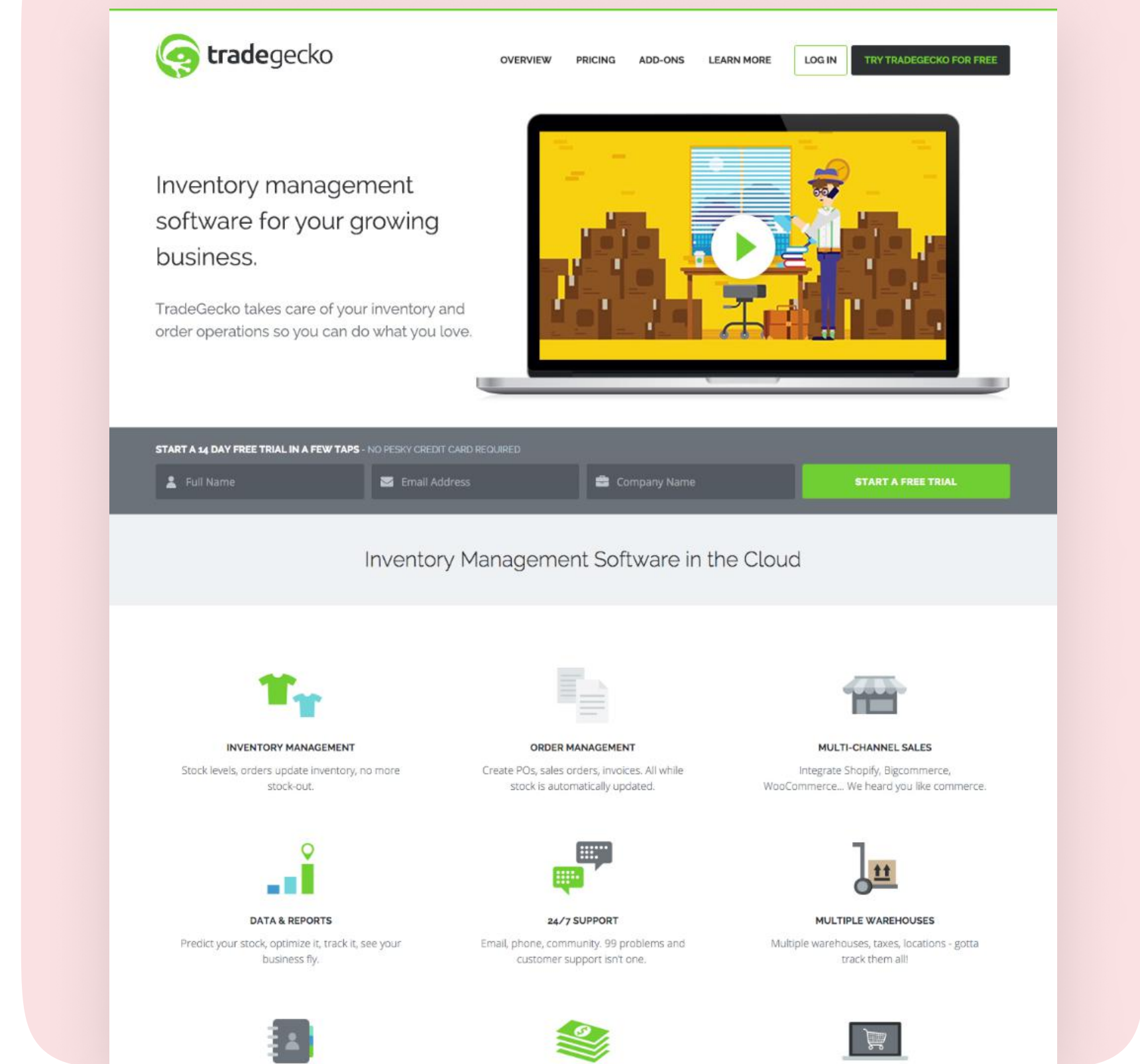
CRO // 003

# Overview ATF Video

**Observation** ➜ As proven in CRO // 002, the video performed better for warmer audiences. Hence, it may have a higher impact on a page with higher engagement rate such as the product overview page.

**Hypothesis** ➜ By having the video on the Product Overview page, *[we will see a 20% increase in trial conversion rate]* because the audience will be able to quickly and easily learn more about the product.

**Results** ➜ v1 outperformed control by 34% with a 99% significance level. 24% play rate with average 81% engagement rate.

**Insights** ➜ Unsuccessful experiments can often be more insighful than successful ones. It is extremely important to thoroughly examine the data and look for learnings and opportunities for future experiments.

**control**

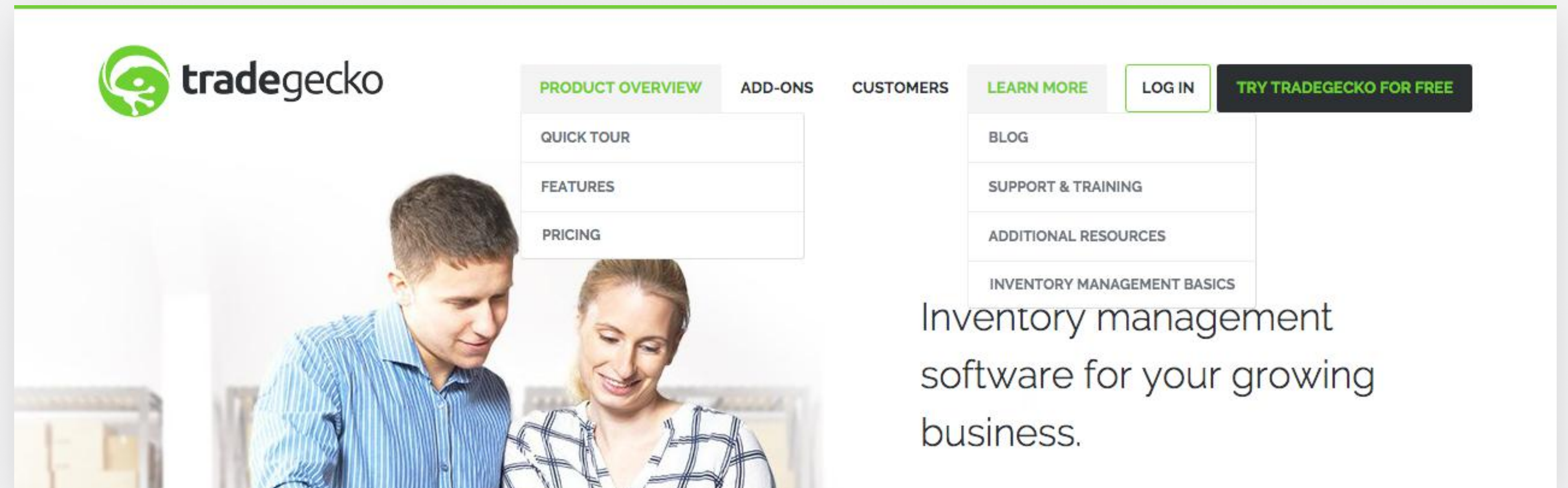**variant 1**

17

CRO // 004

# Global Navigation

**Observation →** The existing navigation was lacking structure, relevance and guidance. The flow was non-linear and the page designs were inconsistent. This created a very poor and confusing user experience.

**Hypothesis →** By having a linear navigation flow, *[we will see a 20% increase in trial conversion rate]* because the viewers will be guided along the conversion funnel.
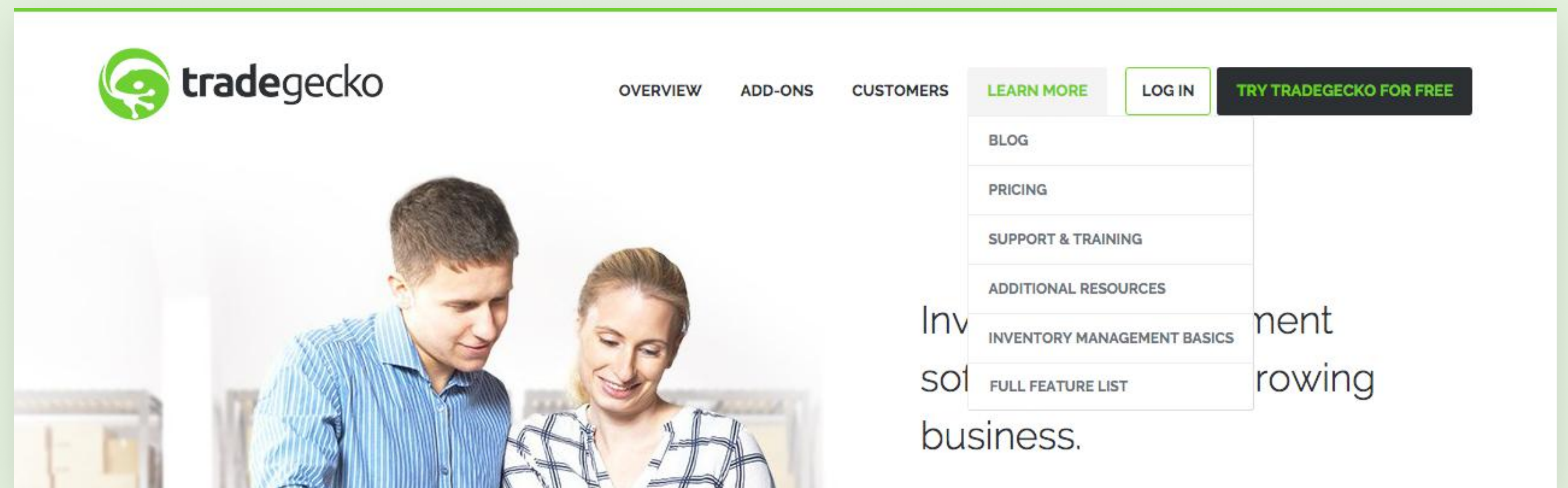
**Results →** v1 outperformed control by 20% with a 95% significance level. The trial CTA had the 4th highest CTR after Overview, Add-ons and Pricing. For control, CTA had the 7th highest CTR.

**Insights →** Low-effort UX changes can often move the needle more than high-effort UI changes (e.g CRO // 002). Empathy is key in Optimisation and Design Thinking.

up next

**Experiment 5 of 5**

control


variant 1

# Homepage ATF Copy

**Observation** ➜ The ATF copy seemed to be targeting a wider audience of business owners and perhaps failing to effectively capture any.

**Hypothesis** ➜ By emphasising on the value proposition to a targeted audience, *[we will see a 10% increase in trial conversion rate]* because our target user will instantly know if the product is a good fit for their needs.

**Results** ➜ v4 outperformed control by 44% with a 100% significance level. v1, v3 and v5 also had better results than control, but not by a significant margin.

**Insights** ➜ Knowing your audience is an essential process of Design Thinking. Identifying and targeting the right audience can often yield better results than casting a wider net.

**control**

## Inventory management software for your growing business.

TradeGecko takes care of your inventory and order operations so you can do what you love.

**variant 1**

## MultiChannel Management Made Easy.

TradeGecko is a powerful multichannel platform to manage inventory, orders and sales channels.

**variant 2**

## Simplify inventory & order operations for your growing business.

TradeGecko automates time consuming and error-prone business processes so you can do what you love.

**variant 3**

## Centralize Your Operations.

TradeGecko is a powerful operations platform that integrates all of your mission critical tools so you can sell anywhere.

**variant 4**

## Inventory Management for Wholesalers.

TradeGecko is a powerful inventory management software for wholesalers that centralizes business operations.

**variant 5**

## Wholesale Like a Champion.

TradeGecko is a powerful wholesale platform to manage inventory, orders and accounts on your desktop and mobile.

up next

**Let's Connect**

## Let's Connect.

# Keen to collaborate?

I am open to both freelance and full-time opportunities.

If you'd like to know more about any of my work or would like to see more projects, just drop me a message.

✉ hello@syedatif.com

📞 +65 9226 2969

in bit.ly/atif-linkedin

## Thank you.