



Hi! 🙋 I'm Atif.

hello@syedatif.com +65 9226 2969 bit.ly/atif-linkedin Singapore

# Product & Marketing Designer

I'm a versatile design leader and mentor with over 9 years of experience leveraging design to influence business goals.

I enjoy tackling complex problems and delivering simple, scalable and measurable solutions.

As a human-centric designer and a pragmatic cross-functional partner, my decision making involves empathy, tactfulness and balance.

## Education

### National University of Singapore

Bachelor of Arts (Industrial Design) 2010 - 2015

- 2 x alumni of the NUS Overseas College (NOC) entrepreneurship program
- Founder of 3 ventures (homemade meal sharing platform, physical asset management system and business design consultancy)
- Design intern at 3 startups in Singapore, Bangalore & Silicon Valley

### Stanford University

Minor (Technopreneurship) 2013 - 2014

- Pitched and selected for the NOC Venture Initiation Program (VIP) startup grant of \$10,000
- Launch Hackathon 2014 Expedia and Capital One API Winner

## Skills

### Core

- Problem solving
- Strategic thinking
- Idea validation
- Collaboration
- Client management
- Mentorship
- Relationship building
- Agile
- Detail oriented
- Organised



### Data-informed Design

- Ideation
- Design thinking
- User-centered design
- User research
- User testing
- Wireframing
- Prototyping
- Design systems
- Responsive design
- Branding
- Print design



### Growth-oriented Marketing

- Conversion Rate Optimisation
- A/B Testing
- Data Analysis
- Search Engine Optimisation
- Performance Marketing



### Light Development

- Frontend Development (HTML · SCSS · JS)
- Responsive Email Development



## Experience



**Principal Designer**  
AFstudios

Singapore  
Nov 2014 - Present

- Provided various design-centric services to over 20 clients.
- Worked with founders to improve and optimise their business ideas.
- Conducted product brainstorming sessions to identify complex problems and devise simple solutions.
- Provided end-to-end brand design, product design, responsive web design and visual design services.
- Introduced A/B testing framework and published marketing experiments.
- Provided ad-hoc development support via Hubspot, Shopify and Github.



**Product Designer**  
Meta

Singapore  
May 2022 - Dec 2022

- Enhanced the Business Messaging experience for sellers and buyers across Meta Business Suite, Instagram and Messenger.
- Provided design support to multiple teams.
- Worked with and contributed to a robust design system.



**Marketing & Product Design Lead**  
Synchro

Berkeley (Remote)  
Jan 2017 - Mar 2022

- 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 initiatives 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.



**Marketing & Conversion Designer**  
Tradegecko

Jul 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.



**Design Lead (Internship)**  
Soma Water

San Francisco  
Aug 2013 - Jul 2014

- 1 of the top 25 students accepted for the NUS Overseas College (SV) entrepreneurship program from over 1000 applicants university-wide.
- Joined the company 1 month before launch. Championed the entire design effort ranging from website, email and social media.
- Managed external design collaborators and contractors.
- 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 experiential design 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

Singapore · Bangalore  
Dec 2012 - Jul 2013

- 1 of the top 25 students accepted for the NUS Overseas College (SV) entrepreneurship program from over 1000 applicants university-wide.
- Joined the company 1 month before launch. Championed the entire design effort ranging from website, email and social media.
- Managed external design collaborators and contractors.
- Researched and implemented an A/B testing framework.
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