



Hi, I'm Atif!

A Product Design leader and mentor with over 10 years of experience.

I specialise in optimising product experiences and streamlining design workflows to maximise business impact.

Education

National University of Singapore (NUS)
Industrial Design, BA (Hons) 2010 — 2015

Product design-oriented degree. Completed design internships at 3 startups in Singapore, Silicon Valley and Bangalore.

Stanford University
Technopreneurship, Minor 2013 — 2014

Entrepreneurship-focused program offered by NUS Overseas College (NOC). Undergraduate founder of 3 ventures. Pitched and shortlisted for startup grant of \$10,000.

Others

Design Mentor

Mentored over 30 design individuals with a focus on strategic thinking, data-informed designing and unconventional problem-solving.

Entrepreneur

Founder of 4 ventures:
Home Dèlivery — Homemade meal sharing
Lostbook — Physical asset management
AFstudios — Business design consultancy
The Design Companion — Design subscription

Hacker

Participated in five hackathons within one year. Winner of Expedia and Capital One API prize in LAUNCH Hackathon 2014.

Contact

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Let's chat

Work Experience

Founder at The Design Companion Jul 2024 — Present
Singapore, SG · Remote 4 mos

Founded a flexible, month-to-month design subscription service tailored for startups, entrepreneurs, and teams seeking consistent, high-quality design support.

- ✦ *Bootstrapped and launched the business in less than 2 months.*
- ✦ *Led the design, development, marketing and business development efforts.*

Product Designer at Meta May 2022 — May 2024
Singapore, SG · Remote 2 yrs

Joined the Business Messaging design team in Singapore. Collaborated with multiple cross-functional partners to develop commerce experiences for millions of customers using Meta's business messaging tools. Led design efforts for over 25 projects across Instagram, Facebook, Messenger, Meta Business Suite, and Ads Manager.

- ✦ *Led design for a project that drove 80% of the teams KPI in H2 2022.*

Design Lead at Synchro Jan 2017 — May 2022
San Francisco, CA · Remote 5 yrs 5 mos

Joined the team remotely from Singapore. Laid the groundwork for growth across design, marketing and engineering before shifting focus to scaling the business. Managed and led various initiatives including website rebranding, packaging revamp, design systems, conversion rate optimisation, marketing campaigns, frontend architecture improvement, and project management.

- ✦ *Increased Revenue per User by 89% and Conversion Rate by 81% in 18 months.*
- ✦ *Increased AB testing success rate from 27% to 52%.*

Marketing & Conversion Designer at TradeGecko Jul 2015 — Dec 2016
Singapore, SG 1 yr 6 mos

Joined the marketing team to manage and optimise TradeGecko's marketing website. Led various growth efforts to increase top and mid-funnel conversions. Conceived an experimentation culture, designed and conducted consecutive A/B tests, facilitated content and technical SEO workshops, and spearheaded organic growth strategies. **TradeGecko was acquired by Intuit in 2020.**

- ✦ *Achieved a 9% month-on-month organic traffic growth over a span of 6 months.*

Founder at AFstudios Jan 2014 — Jul 2024
Singapore, SG · Remote 10 yrs 6 mos

Founded a business design consultancy in 2014, offering data-informed services including ideation, branding, end-to-end design, product development, marketing, and conversion rate optimisation. Assisted more than 20 clients in conceptualising, launching and scaling their ventures.

- ✦ *Designed the MVP for Moladin in 2017. Secured \$42m(A) and \$95m(B) in 2022.*
- ✦ *Rebranded the website for BasisAI in 2020. Acquired by Aicadium in 2021.*

Internships

Product & Marketing Designer at Soma Aug 2013 — Jul 2014
San Francisco, CA 1 yr

Joined the team as their first in-house designer, a month before the official product launch. Championed all design efforts for the launch, covering responsive website design, email campaign design and social media marketing. Post-launch, focused on optimising the website's conversion rate and enhancing the product's packaging, unboxing and overall user experience. **Soma was acquired by Full Circle Home in 2017.**

- ✦ *1 of the top 25 students accepted for the Silicon Valley entrepreneurship program from over 1000 applicants university-wide.*

Visual Designer at Milaap Dec 2012 — Jul 2023
Singapore, SG · Bangalore, IN 8 mos

Joined the team based in Singapore, working closely with the founder. Despite being an intern, I was responsible for the entire visual identity of Milaap including digital and print marketing collaterals, social media assets, email campaigns, and website design.

- ✦ *1 of 32 students accepted for the Singapore entrepreneurship program from a pool of over 800 applicants university-wide.*

Creative Designer at ZiniCat Jun — Aug 2012
Singapore, SG 3 mos

Joined a small team of 4, including 2 technical founders. Had the opportunity to spearhead the branding, product and marketing design efforts of the company.

Skills

Core Competencies

Leadership, Team Alignment, Mentoring, Strategic Thinking, Planning & Execution, Attention to Detail, Results Oriented, Prioritisation, Estimation, Problem Solving, Agile Methodologies, Idea Validation, Communication, Collaboration, Relationship Building, Stakeholder/Client Management

Data-informed Design

Ideation, Design Thinking, User-centred Design, End-to-end Product Design, User Experience Design, User Interface Design, Interaction Design, Visual Design, Responsive Design, Mobile App Design, Information Architecture, User Flows, Wireframing, Packaging Design, Print Design, Illustration, Branding, Design Systems, Prototyping, User Research, User Testing, Experiment Design

Growth-oriented Marketing

Conversion Rate Optimization, A/B Test Idea Prioritisation, Data Analysis, Search Engine Optimisation, Performance Marketing, Email Marketing, Sale Campaigns

Light Development

Frontend Development (HTML, SCSS, CSS, Javascript), Frontend Architecture, Responsive Email Development, A/B Test Setup

Tools

Asana, Notion, Google Workspace, Microsoft Teams, Slack, Zoom, Loom, ADPList

Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro), Zeplin, Framer, Figjam, Mural, Miro, Keynote, Final Cut Pro

Visual Website Optimizer, Optimizely, Hotjar, Google Analytics 4, Semrush, Google Trends, Klaviyo, MailChimp, Google Ads, Facebook Ads Manager, Meta Business Suite

Github, SourceTree, Atom, Bootstrap, Zeplin, Webflow, Hubspot, Shopify