

# TALAL MASOOD

Head of Design & Marketing  
UX Design Lead

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## PROFESSIONAL PROFILE

An innovative and attention to detail-oriented professional with 15+ years of background in design & marketing. I enhance the user experience of the digital products to have user-friendly mobile and web applications with my goal-driven design thinking approach. My client-centered approach in the discovery and empathy phase is to build a cost-effective design & marketing strategy coupled with digital transformation. 6+ years of team management experience adds another flavor to my expertise. I hold excellent presentation and interpersonal communication skills to directly communicate with the clients for understanding and consolidating projects.

## CORE COMPETENCIES

- User experience design and user interface design for mobile (iOS & Android) and web-based applications.
- Wireframing, high & low fidelity prototyping, user flow and process flow definition.
- Defining style guides and adopting the best use of typography.
- Strong understanding of usability testing and human-computer interaction / human centered design.
- Management of the complete design process, from conceptualization to delivery.
- 10+ years of experience in WordPress & WooCommerce based platforms including server management.
- Active member of Interaction Design Foundation.
- Understanding of Agile & Scrum methodologies to deliver projects on time.
- Excellent in presentation, interpersonal communication, people & team management, and collaborative approach.

## CAREER PROFILE

**Head of Design & Marketing – OptimusFox (Pvt) Ltd, Lahore. Pakistan.**

**08/2021 – To Date**

I help the clients by building design & marketing strategies and converting them into operational goals to deliver tailored growth, engagement, cost-saving, and increased customer satisfaction operating in an agile manner.

I enjoy bringing new technologies and tools to the work environment to create content strategy, brand strategies, manage analytics, and increase the ROI of the client by building & developing a proper team. I bring empathy to envisioning and delivering new experiences through a human-centric eye.

Extensive experience in team building, people management, and leading to exemplify the leadership principles to earn trust at all levels with all stakeholders. 15+ years of diversified experience capitalized in onboarding 10 new clients, negotiating contracts to save up to 30%, and presenting measurable results.

OptimusFox serve the clients in the blockchain industry with strong Web3.0 UI and UX design principles. I delivered decentralized wallets, defi products, NFT minting websites & marketplaces, and ICO/IGO/IEO platforms besides leading the digital marketing team to build communities on Telegram, Discord, and Twitter.

My role rotates around managing the team, give design directions, help build the case studies, bringing business value to the company and benchmarking the design & marketing projects. I believe in leadership role to coach, influence, collaborate and create an efficient and passionate team.

**Senior UI/UX Designer – 1.x, Lahore. Pakistan.**

**12/2017 – 08/2021**

Established 1.x to provide freelance UI / UX consultancy to clients across the globe. By creating wireframes, high/low fidelity prototypes, user flows, style guides, and design strategies I enable businesses to achieve customer satisfaction with user-friendly applications. Successfully delivered projects with user-centric designing thinking approach coupled with lean UX agile methodology. Used emerging tools including Figma, InvisionApp, Sketch, and Adobe XD for prototyping to final UI design. Empathize roadmap to consolidate users' delight and client-centered cost-saving strategy.

*Projects*

*Shopper Value by Confiz, Pakistan (Web Dashboard): Redefined the entire user experience of the web portal to provide an enhanced user experience and bring value to the product. The first step was to discover the problems and then plotted the users' personas. It helped define the design standard to achieve the best UX and UI that is modern and for years to come.*

*Advisory Studio, USA (Web Dashboard): The complexity of the dashboard required to process and user flow to be defined. I engineered the UX and designed the UI for the reporting dashboard with an adaptive design to be displayed on desktop and mobile.*

*Rockwell IT Services, USA (Website): Reimagined the business identity to define it as a 21<sup>st</sup> century IT services company by designing a new website.*

*Advisory Studio, USA (Website): Adopted the new vector-based design with high impression images to create a website that represents the product.*

*Consilium Wealth Management, South Africa (Web Portal): Headed the developer and front-end team.*

*Lure-AR.com, USA (Website) – World's first AR Dating Mobile App: Redefined the UX of the client's website.*

*YuGo, Pakistan (Website) – Travel Package Website: Improved the UX design of the new upcoming website.*

*BigEarINC.com, USA (Website) – Complete website management, development, design, and looking after the SEO and content writing team.*

*GoHealthHero.com, USA (Web Dashboard) – Designing dashboard for their application to be integrated into Salesforce. Design and Front-end development.*

*Other projects are available on portfolio: <https://tal.al/portfolio>*

**Design Director – Scribill Pay FZ LLC, Dubai, U.A.E.**

**07/2015 – 08/2018**

I administrated Scribill Pay, a fintech startup established in Dubai-UAE, by the partners of Metikulous.com. My UI/UX design expertise clubbed together with business development skills maximized the possibilities to provide services to the untapped financial market. Design first approach and empathy to understand the customer-centric view was taken for all projects. I researched on banking mobile apps and payment gateways as well during the discovery phase to map the customer's requirements.

Projects:

Del Monte Foods, Dubai (Web Application): Created the dashboard layout based on their current implemented ERP to match the user experience. I also managed the team of developers working on this supply chain project developed on top of SAP.

National Zakat Foundation, UK (Mobile App): Administered in two roles; design and product owner. An iOS app was designed to be used by different people from ages 18 to 80. I delivered a design that was simple, intuitive, and which was easy to understand by all age groups.

**Senior UI/UX Designer – Metikulous, Lahore, Pakistan.**

**07/2015 – 03/2017**

Simplified user-centric design-first approach enabled the team to build customer satisfactory mobile & web applications. Managed junior UI/UX designers and a team of developers to align the product roadmap. Using the emerging technologies, standardized agile methodology in the company and kept on coaching the team. The tech blogging and SEO expertise generated a couple of e-commerce projects. Supervised multiple iOS and Android apps.

Projects:

Itchable USA (Mobile App): From wireframes, I concluded User Experience and then designed the UI for the mobile app based on iOS. As a senior resource, I played multiple roles and managed the project with the client.

Yajidu, Qatar (Web Portal): I defined the user experience and designed the user interface of an upcoming web portal which was to connect service providers with employers.

MyUS.com, USA (Website): Designed and deployed a WordPress blog in Arabic. Headed the project for developers to implement multiple languages in the portal.

Qatar Living, Qatar (Mobile App): Enhanced and restructured user interface and user experience of the Android App during the development cycle of the mobile app.

My Style Mantra, UK (eCommerce Web): Designed and deployed a WordPress-based e-commerce platform for an apparel company. I also executed the plans for SEO and formed a team directly for the client.

**Business Development Manager – Cygnus Telecom LLC, Dubai, U.A.E.**

**03/2013 – 07/2015**

Cygnus Telecom is an international service partner of Thuraya Telecom with clients in a diversity of sectors including media, oil and gas, maritime, civil society, and government. Enhanced and expanded the business with digital transformation in the business development roll. Administrated, designed & developed the company's website along with a complete product portfolio from brochures to product-specific websites. Boosted the revenues with the sales team and maximized online & offline marketing campaigns.

**Senior Front-End Developer – PointPay FZ LLC, Dubai, U.A.E.**

**10/2012 – 03/2013**

PointPay, a fintech company manages the online transaction for the EU market. Designed UI for the Intranet portal and payment gateway. Enhanced the UX design of the e-commerce checkout section in collaboration with the development team.

## PREVIOUS CAREER SUMMARY

**Senior Web & UI Designer – Optini LLC, Lahore. Pakistan**

**06/2011 – 03/2012**

**Senior Graphic Designer – Systems Limited, Lahore. Pakistan**

**08/2010 – 06/2011**

**Senior Web Designer – Times Travel, Lahore. Pakistan.**

**11/2009 – 08/2010**

## EDUCATION

<b>Masters in HRM</b> – Virtual University of Pakistan, Lahore, Pakistan.	2022
<b>B.A. arts</b> – University of the Punjab, Lahore. Pakistan.	2009
<b>B.S. Computer Science (Honors)</b> – Government College University, Lahore. Pakistan. (Partially Done)	2008

## CERTIFICATIONS

- Member of The Interaction Design Foundation (IDF).
- IDF Certifications:
  - Formal Design Methods: Formalism and Design
  - Mobile User Experience (UX) Design
  - Conducting Usability Testing, Gestalt Psychology
  - Web Design: The Ultimate Guide.
  - How to Create Intuitive Products by Imitating Physicality

## OTHER ACHIEVEMENTS & ACTIVITIES

- Founder of Synix Technologies ([www.synixtech.com](http://www.synixtech.com)); providing domains, hosting & servers.
- Supervised with NetMag ([www.netmag.com.pk](http://www.netmag.com.pk)), Pakistan's first and biggest IT magazine, as a co-editor for over a year.
- Co-founder of Save Life Foundation ([www.save.life](http://www.save.life)) Pakistan's biggest blood donation platform.
- 2600+ hours of freelance work at Upwork (Profile: <https://tal.al/upwork>)

## SKILLS / TOOLS

- **Designing Tools:** Figma, Sketch, InvisionApp, Adobe XD
- **Wireframes & Prototyping:** Balsamiq, InvisionApp, MarvelApp, GoMockingBird.
- **Web Front-end Development:** HTML 5, CSS3
- **Web CMS & E-commerce Platforms:** WordPress and WooCommerce
- **Project Management Tools:** Jira, Assembla, Trello
- **jQuery Frontend Design Frameworks:** jQueryUI, jQueryMobile, Bootstrap, jQuery
- **Digital Marketing and SEO:** SEO/SMM, Link Building, Ad Campaigns, Article Writing, Blogging

## REFERENCES

- **Sultan Saadat** – Director of Engineering, Majid Al Futtaim, Dubai, U.A.E.  
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