

HI!

I'M

ATIF

WHO IS ATIF?



A designer, an aspiring entrepreneur, and a doer.

I love start-ups and I love to build. I have spent almost 2 years working in amazing young companies around the world designing products and services with top-class team members.

Organized, responsible, fast - these are just some of the words people use to describe me. My designs are a balance of function and aesthetics. A design should not only be approachable and utilitarian, it should also be meaningful and pleasurable. This approach makes me design things that satisfy the user not just physically, but emotionally as well.



MY PAST

I was born in Dubai in 1990. I resided there until the age of 10 with my family, who are of Indian origin, before moving to Singapore in 2000. I have just graduated from the National University of Singapore and am looking for my next big adventure. Throughout my life, I have experienced much diversity in the culture around me. These unique cultural experiences have shaped me into who I am today - an individual with a unique character; a unique style; a unique personality. And this uniqueness differentiates me from the rest.

“I want to build. I want to create value. I want to make a change.”

As an Industrial Design student, I have focussed on various aspects of design ranging from user-interface design to user-testing to ethnographic research to human factors in design. I essentially took the standard path any Industrial Design student would take. However, in my 2nd year, I was introduced to the concept of entrepreneurship which opened me up to a whole new world of surprises bringing me on a roller coaster ride around the globe.

To me, design is the answer to all human problems. Design can make you smile. Design can inspire you. It can educate you; it can connect you. Design removes barriers between us. It follows a universal language. It brings people together. Design can make a difference in everyone's lives and when coupled with a strong idea, it can change the world.



MY VALUES

Patience is a virtue, indeed. I believe that 99% of the decisions made in haste go wrong.

I am a **thinker**. Given a situation, I like to carefully analyse, plan and execute my actions. And when things go according to plan, it gives me a great sense of satisfaction and motivation.

Don't get me wrong, I am a **fast learner** and a quick executioner. However, I love things to be organised and this results in a very systematic way of working.

I am someone who gives great attention to detail; someone who aims for **perfection**.

I have a **responsible** attitude towards any task that is assigned to me. I feel that if something has to be done, it has to be done right.

I am also a good **all-rounder**. Apart from specialising in Industrial Design, I have a strong grasp of visual design and front-end development.

At the same time, having worked in 3 startups, I am accustomed to the ever-changing nature of design projects and priorities throughout a start-ups lifecycle.



EDUCATION



National University of Singapore

2010 - 2015

BA (Honors) Industrial Design

NOC Scholar & minor in

Technopreneurship (Silicon Valley)



Stanford University

2013 - 2014

Exchange, SCPD

Management Science & Engineering



PRACTICE

Creative Designer, Intern

Jun '12 - Aug '12 (2 months, Singapore)

ZiniCat Pte. Ltd.

"...he was responsible for assisting in the creative effort in the company, which covered areas of brand designs, user experience design, and the creation of various supporting creatives such as logos and graphical elements required for our web..." - Thomas Wong, CEO

Graphic Designer, Intern

Dec '12 - Jul '13 (7 months, Singapore/Bangalore)

Milaap Social Ventures Pte. Ltd.

"...involved in all aspects of the company through design. Being the only designer, I would remotely collaborate with the team members in Bangalore and work on various projects."

Design Lead, Intern

Aug '13 - Jul '14 (11 months, San Francisco)

Soma Water Inc.

"He knows his stuff, has a sharp design sense, and an entrepreneurial curiosity about everything he's involved in." - Lawrence Wang, CTO



SKILLS



PROCESSES



Wireframing



User Testing



Ethnographic Research



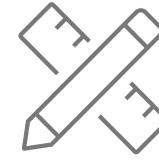
Lean Startup



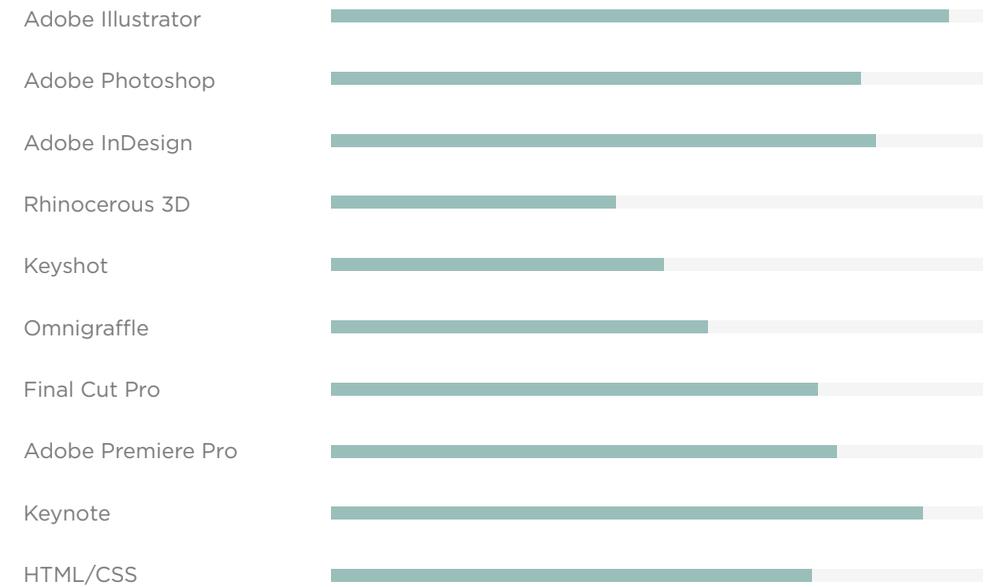
Growth Hacking



Conversion Optimization



DIGITAL



PROTOTYPING

Model Making (foam, paper, wood, clay, styrene, PVC, acrylic)

Vacuum Forming

Laser Cutting

Computer Numeric Control (CNC)

3D Printing

Sketching

CON TACT

SYED ATIF HUSAIN

Web & Visual Designer

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Availability | Freelance

Date of birth | 11th February 1990

Nationality | Singapore Citizen Languages

| English, Hindi, Urdu

Please contact to view my design

portfolio.