

Fevzi Musa
Product, interaction, UX and UI Designer

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Skills:
Responsive web design
App design
Rapid prototyping
Wire-framing
UI design
Visual design
User research
Task/empathy mapping
User personas
Design systems
Graphic design

Facilitator:
Stakeholder UX workshops
Stakeholder co-design sessions
Moderated and un-moderated user testing
User research
Stakeholder presentations
Stakeholder data analysis and hypothesis workshops

Research methods:
Usability testing
User interviews
Surveys
A/B testing
Desirability testing
Data analysis

Added:
Graphic design (senior level)
Copy writing
Illustration
Photography + photoshop

Education:

Interaction Design Foundation
The psychology of Interaction Design, 2020

Tractor Design School
Diploma of UX design, 2016

Udemy
UX & Web Design Master Course: Strategy, Design, Development, 2017

Australian Writer's Centre
Certificate of Magazine and Newspaper writing, 2015

Design Centre Enmore
Advanced Diploma of Design for Live Production, Theatre and Events, 2008-2010

Kingscliffe TAFE
Diploma of multimedia 2007-2008

Higher School Certificate
2008

Tools:

Figma
Sketch
Invision
Jira
Confluence
Google Suite
Adobe Creative Suite
Notion
Abstract
Zeplin
Maze
Balsamiq
Mural
Omnigraffle

Profile

I work closely with CEOs, CTOs, Engineers, Marketing and Sales teams to **workshop, research** and **build** end-to-end solutions that engage and convert users into happy, paying customers. 😊

I have designed **entire apps, software features** and **websites** for giants like eBay, Commonwealth Bank, Safety Culture, to small start ups with five staff members.

My focus has always been **human centred design**, and **achieving world class UI** and **interaction design** that not only feels **easy to use** but **retains** customers.

Experience

Senior Product Design Lead, FLK it Over
1.9 years, Jun 2022 - Feb 2024

I lead the product design and strategy during a rapid growth phase which included securing further funding of over one million dollars.

Achievements:
1. Leading and executing all UX and UI design. End to end features, interactions and design system.
2. Leading the execution of data tagging and analysis which resulted in higher conversion rates for user sign ups.
3. Leading and executing a full UI and UX overhaul while simultaneously researching, designing and building multiple features plus an entirely new arm of the business.

Senior Product Designer, Safety Culture
9 month Contract, 2022

I worked with a PM and Dev Lead; leading a team of 20 engineers, focussed on the highest income generating feature for the software giant.

Achievements:
1. Running and building multiple UX and UI experiments to be tested while simultaneously designing and testing urgent feature updates.
2. Achieving CTO stakeholder support in designing and running experimentation user research alongside BAU.

Senior Experience Designer, Sitback Solutions
6 month Contract, 2021

I worked with multiple clients, like CBHS (CBA health insurance) and the Department of Industry and Planning, in order to deliver on the full spectrum of the Design Thinking process. Conducting workshops with clients regularly, delivering high fidelity UX and UI design work alongside user research and testing.

Achievements:
1. Conversion optimisation of the entire CBHS desktop and mobile experience, my designs becoming their new baseline
2. Multiple research, testing and design works running in parallel

User Experience Designer, Prime Motive
1 month Contract, 2021

I was contracted at Prime Motive to work with the University of Melbourne, in order to research, design and validate a new member's portal experience for their Alumni constituents.

Achievements:
1. Workshop with stakeholders involving UX canvassing and co-design of solution hypothesis for new experience
2. Designing and usability testing mid-fidelity wireframes with UoM alumni
3. Analysing, and synthesising research findings to present back to UoM stakeholders

UX Designer, eBay (Autotrader and Carsguide)
2.8 years, 2018-2020

I was the single in-house UX Designer, until my third year. I worked for Carsguide and Autotrader; both websites and both apps. My responsibilities included: workshop facilitation, testing, user research, wire-framing, rapid prototyping, hi-fidelity UI designs, design thinking and execution.

Achievements:
1. Designed and launched the Autotrader App in just 3 months, from scratch, in 2020 alongside one UX manager, 3 product managers, 2 developers and a product owner.
2. Increased lead revenue and lead quality with my advocacy and design of our lead form optimisation.
3. Redesigned and optimised our interface, interaction design and branding for Autotrader in 2020, leading to a better experience and a 20% increase in lead revenue.
4. Built and maintained a design system, increasing efficiency and productivity between teams, aligning developers and designers while maintaining brand integrity and consistency.

References
Available on request