

# Uzair Ahmed

www.uzair.work  
uzair.ahmed1988@gmail.com  
+91 - 9110423966

## CORE VALUES

### EMPATHY

I believe that design starts with empathy. It is important to first understand the people we design for in order to achieve a user centered design process. Cultivating empathy in every phase of our work enables us to maintain focus on what's relevant.

### FAIL FAST

I challenge my team to embrace failure to move forward. I believe in rapid prototyping in order to de-risk the growth process of a project. Making abstract ideas tangible enables us to facilitate meaningful conversations and feedback from our customers and partners.

### HOLISTIC SOLUTION

My design process aims to create social, cultural, ecological, and economic impacts, as well as long-term organizational and stakeholder value.

## EDUCATION

2014 - 2016

### MBA in DESIGN STRATEGY

A ground breaking MBA program that unites the perspectives of systems thinking, design thinking, sustainability, and generative leadership into a holistic strategic framework

California College of the Arts | San Francisco

2006 - 2011

### BE in COMPUTER SCIENCE

Sri Bhagawan Mahaveer Jain College of Engineering | Bangalore

## INNOVATION TOOLKIT

Qualitative & quantitative research

Ethnographic research

Stakeholder analysis

Persona building

Journey mapping

Use-case study

Rapid prototyping

Financial strategy

Business model generation

Market strategy

Brand strategy

Wireframe development

## SOFTWARE SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

MS Office/VBA

## EXPERIENCE

### SPARROW MOBILE

Operational Strategy Consultant

San Francisco

Sept 2015 - Dec 2015

Sparrow mobile is a mobile service company providing its service to its customers with impact at the core of its value proposition.

- Conducted primary and secondary research to define market status and architecture
- Identified key operational attributes that affect business growth and validation
- Provided operational strategy focusing on efficiency in on-boarding process(front-end) and internal logistics for information flow (back-end)

### CENTER FOR INVESTIGATIVE REPORTING

Business Models Strategy/Consultant

San Francisco

Jan 2015 - Apr 2015

Worked closely with CEO, Joaquin Alvarado, of CIR, a non-profit news organisations based out of Emeryville, California, conducting investigative reporting since 1977.

- Conducted qualitative research consisting of staff & customer interviews, qualitative & quantitative surveys and case studies on competitors.
- Re-evaluated company vision & mission with y2y objectives, strategies and action plans
- Identified two possible business model strategies focusing around the communication of impact and engaging users

### SPORTS PADDOCK

Co-Founder/Brand strategist/User Experience

Bangalore

Dec 2013 - Aug 2016

Creator of The Amateur League (TAL), India's first 11-aside FIFA standard soccer league meeting the needs of semi-professional and amateur players around Bangalore & Delhi.

- Designed the brand framework that consisted of a brand positioning unique to our offering, external and internal brand strategy and an online presence.
- Co-Designed a visual brand identity that is memorable, can be implemented onto any collaterals produced and has potential to evolve as the brand grows and develops.
- Designed the online and offline user experience.
- Designed the fronted and CRM frameworks for the website.

### LOWMOE COLLECTIVE

Co-Founder/Design Manager

Bangalore

Aug 2012 - Sept 2013

A multidisciplinary design studio that collaborated with a collective of designers and film makers who aimed to produce eclectic content.

- Worked closely with designers in translating the client's needs to ideas and prototypes.
- Worked closely with clients in translating the designers' perspectives to implementable solutions
- Designed and managed company operations and growth strategy
- Managed line production for the production of documentaries and corporate video content.

### ADJETTER MEDIA NETWORK Pvt. Ltd.

Assistant Manager of Planning

Bangalore

Jul 2011 - Aug 2012

Founding member of the Media Planning team that designed and launched client specific solutions consisting of online and offline campaigns.

- Reported directly to the CEO while managing multiple clients
- Individually designed and launched industry specific multimedia campaigns
- Managed a team of content creators and programmers
- Managed social media profiles of multiple clients
- Designed and implemented SEO strategies specific to products and industries
- Designed client specific frameworks for implementing Adjetter's customizable CRMs
- Clients worked with: Featherlite; Nova Specialty Surgery; Windmills Craftworks