



mubarak marafa.

Product Designer | New Media Artist

www.mubarak.design
hello@mubarak.design

I'm a Designer, Creative Media Artist, and Entrepreneur. I'm passionate about people and learning how best I can creatively solve their problems. I'm curious and inquisitive and a fast learner. I ask the right questions, then I conduct research to find the right solutions.

In my free time I binge watch creative tutorials, go cliff jumping, play video games and create communities.

EXPERIENCE

Founder in Residence,
Entrepreneur First
2018

UX/UI Designer,
Oyalabs
2017 - 2018

Research Assistant,
School of Design PolyU
2015 - 2017

ACCOMPLISHMENTS

- Designed and launched Allorux
 - Allorux helps UX Researchers document and present Qualitative Data. Went from idea, to validation, to product market fit, development and beta.
- Designed Oto
 - Led research efforts by conducting User Interviews and Contextual Inquiries. Created high-fidelity prototypes to conduct usability testing.
 - Greatly increased screen design efficiency by building a Sketch Library for myself and the team.
 - Designed visual identity and branding of Oyalabs including the website and mascot.
- Published Academic Poster
 - Explored using Biometric Transformative Technology for Interaction Design

SKILLS

- Design
 - Sketch
 - Adobe CC
 - HTML/CSS
 - Final Cut Pro X
 - Blender3D
- Prototyping
 - Principle App
 - Framer.js
 - Arduino
- Research
 - User Interviews
 - Contextual Inquiries
 - Affinity Mapping
 - Usability Testing
 - Personas

EDUCATION

- MDes in Interaction Design
 - The Hong Kong Polytechnic University, School of Design
 - 2015
- BA in Creative Media (First Class Honours)
 - The City University of Hong Kong, School of Creative Media
 - 2014

HONOURABLE MENTIONS

- Stanford StartX; HAX
 - Worked at the startup accelerator StartX (Stanford) for 3 months and HAX (Shenzhen & SF) for 6 months with Oyalabs.
 - 2017 - 2018
- Best of BabyTech CES
 - The product I worked on at Oyalabs was awarded Best of Baby Tech at CES2018.
 - 2018
- Design Day Workshop Leader
 - I teach Design Thinking to high school kids at the Design Day Conference at RCHK ESF in Hong Kong every year.
 - 2015 - 2018

HOBBIES

- Hiking
- Reading
- Games
- 3D Graphics
- Film
- Photography
- Basketball