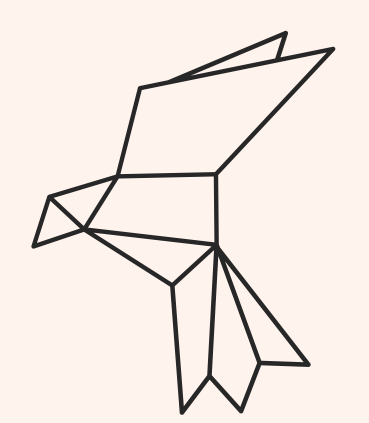


ZAHEERA ISMAIL

Product, service & experience designer



ARTIST AT HEART — DESIGNER BY TRADE.

WHO AM I?

Good question. Technically I'm an experienced designer of brands, experiences, products and services, currently based in the city of Johannesburg, South Africa. I have an academic background in the arts, but I am currently practising digital design with a vested interest in design leadership.

When I'm not working, however, I'm a weird one. I practise figure and perspective drawing, study videogames, watch a lot of Studio Ghibli, and look up weird stuff on the internet (who doesn't). I also study music, read, write, and obsessively collect a lot of plants - with the unashamed aim of transforming my home into an indoor forest.

I am wildly inquisitive about any intersection of people and technology, and am of the conviction that design is the language from which these two stories emerge.

WHAT IS MY BRAND?

My portfolio spans the full gamut of user-centred design services - from research driven design strategy, to the detailed craft and testing of exciting interaction design. However, I believe that strong social impact should be made accessible through the function and beauty of a medium. While this easily used to be French Rococo, American Art Deco, or German Bauhaus Minimalism - now we have the web, social media, big data, 5G, fast travel, diaspora, transnationalism, climate change,, and memes. Lots of memes.

Like the rapid hourly exchange of ideologies, designing for impact has become an infinitely complex task. Rules and standards are moving. Gradients and skeuomorphic design come and go. And all the while, social impact is more critical than ever.

Since both concept and medium are heavily culturally subjective, my approach to user-centred design positions the values of real people, in their time and context, as the springboard for what function and beauty mean.

WHAT EXPERIENCE DO I HAVE?

I have consulted for a variety of brands in various organisational structures and business contexts - including Sun International, Standard Bank, FNB, Expedia, Discovery, PPS, Vodacom, Leadhome, and many others.

The broad and interdisciplinary model of consultative design in advertising and digital marketing, of which the first part of my career was mainly comprised, taught me the flexibility of rapid delivery - with the added pressure of urgent deadlines, formative processes, budgetary restrictions, and limited project management.

It was here, working with agencies like Gloo, Ogilvy and Mirum (formerly Quirk), where I gained an eye for micro UI design, but fostered a greater respect for design strategy, applied end-to-end across organisations, brands, media and products alike. It was thus a natural progression to move into larger corporations, where a longer investment and deeper focus could deepen these skills.

My term working for Standard Bank and Leadhome was this opportunity. At the bank, I applied my skills to scale across the large span of multiple inter-disciplinary teams and business units - all while navigating the challenges of a large organisation steeped in legacy: from technological infrastructure, to poilitics, culture and management. Leadhome, on the other hand - before the Corona crisis - was a quickly growing disruptive startup and challenger brand.

Both contexts gave me the advantage of understanding what design means across a spectrum of two opposing extremes: deep but focused product design, and shallow but wide industry exposure.

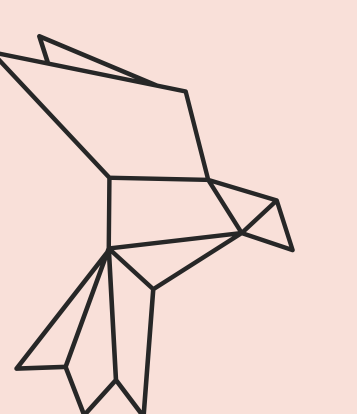
It has brought me to a level where I am now able to assist businesses in tailoring design cultures to their needs - from processes, methodologies and design systems to brand and product strategies - in order to reach a unique global industry standard of design that guarantees social impact. So regardless of whether you're a fresh startup just wanting to get inspired, or a multinational corporation needing to transform design from an additional cost into a core business value, I am equipped to help out.

However, I passionately believe that good business is a transaction, while great business is a relationship. For me this means that while I've always been devoted to the craft of meaningful, industry-leading design solutions - it's always just been a matter of finding the right people to do it with.

Zaheera Ismail, 2020



"While process and structure are important for teams, I believe that culture and relationships between people is the heart of any machine."



PERSONAL INFORMATION

Name: Zaheera Ismail

ID Number: 9007270099084

Nationality: South African

Languages: English, Afrikaans

Current place of residence: Paulshof, Johannnesburg

Own reliable transport: Yes

Driver's licence: Code B

Mobile number: +27 390 00123

E-mail: zaheera.ismail27@gmail.com

Availability: 01 August 2020

Website: <https://www.thestudioofzaheeraismail.com/>

LinkedIn: <https://www.linkedin.com/in/zaheera-ismail-59701525>

Twitter: <https://twitter.com/zaheera27>

PLACES I'VE WORKED

2020

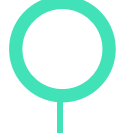


LEADHOME

Product Owner

- Defined business strategies, metrics and roadmaps for both internal and consumer-facing products.
- Conducted in-depth research of the call center, and designed a lead scoring assignment engine and dedicated workspace for property advisors to work leads for quick conversion and customer advocacy.
- Re-positioned and re-designed the Leadhome brand, and its new component library.

2019

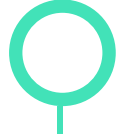


BRITEHOUSE, A DIVISION OF DIMENSION DATA

Design Lead

- Closely collaborated with Standard Bank designers, business analysts, developers, testers and designers within an agile environment, to build the Standard Bank app.
- Helped define and build the Standard Bank UX strategy and design system for various features within the Foundation (security), Card and Emerging Payments, and Account Insights Management teams.

2015



GLOO@OGILVY

UX Designer

- Assisted in defining and managing Gloo@Ogilvy's UX processes for user-centred, strategic, and creative design solutions.
- Provided lead UX consultation on various Gloo@Ogilvy clients.

2013



QUIRK (MIRUM): UX DESIGNER

UX Designer, Apprentice & Intern

- Attended training on how to use the rapid prototyping software Axure at Mantaray, a UX specialist agency.
- Received UX and IA training by Jason Hobbs at the University of Johannesburg.
- Passed the Red and Yellow (previously called Quirk Education) Digital Marketing Course with distinction.
- Participated in the Project Management for Non Project Managers course at the Gordon Institute of Business.
- Graduated from the Quirk graduate programme.
- Attended various talks by experts of various digital marketing fields at Quirk through the 'University of Quirk' (UOQ) programme, currently including, but not limited to:
 - Content strategy
 - Multimedia design
 - Social media law
 - Youtube and the future of videos
 - User experience design
 - Digital marketing strategy
 - Big data
 - HTML and CSS
 - Social media management
 - Requirements gathering

EDUCATION

2009 – 2012 UNIVERSITY OF PRETORIA

Graduated with a BA Fine Arts degree, comprising of:

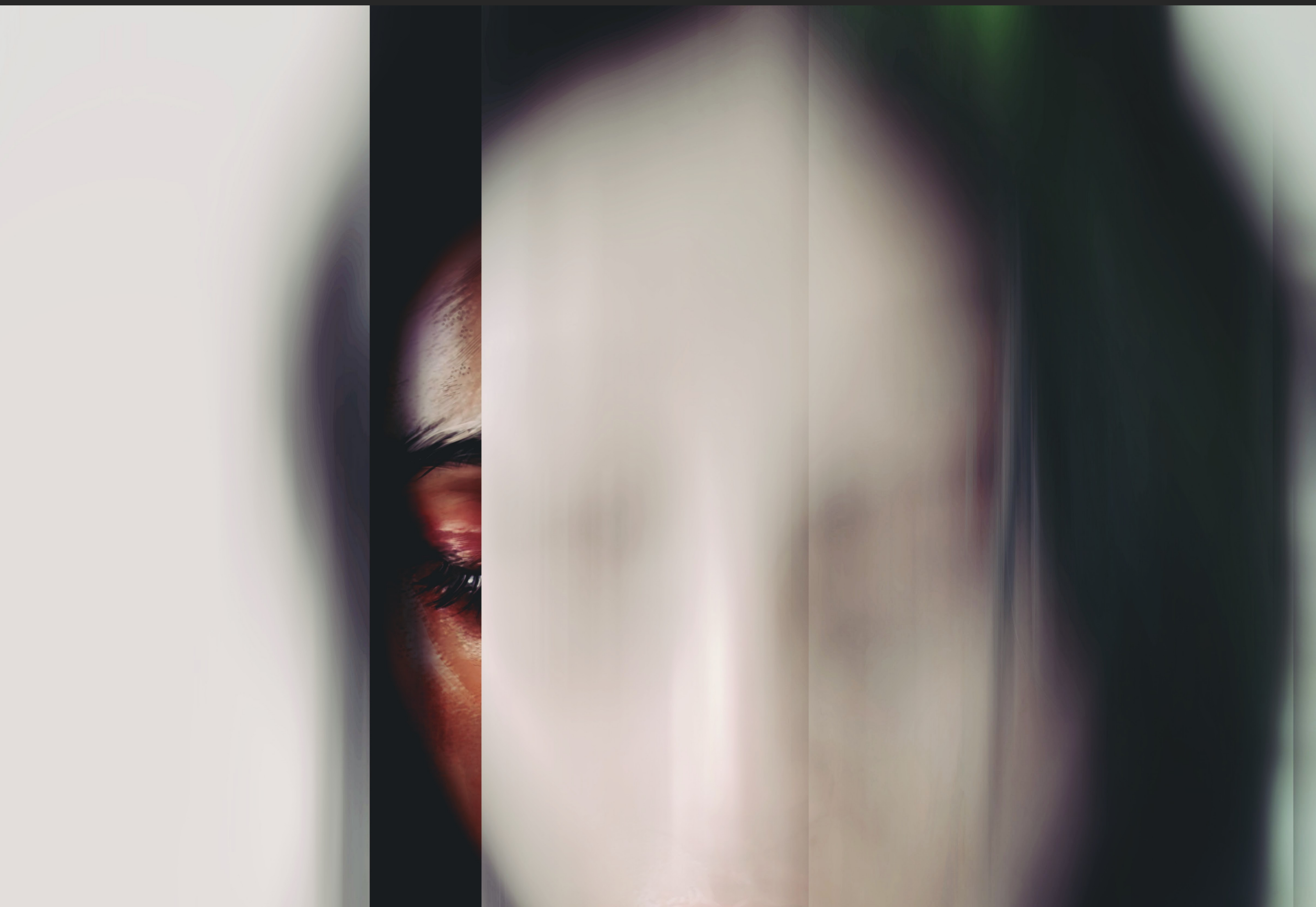
- Visual Culture Studies (4 years)
- Fine Arts (4 years)
- History of Art (3 years)
- Philosophy (2 years)
- Professional Art Practice (3 years), comprising of:
 - Film editing
 - Business Management
 - Adobe Flash web design

2008 CRAWFORD COLLEGE PRETORIA

Matriculated with exceptional results and achieved both awards for best graphic designer and best fine artist of 2008

“My fine arts career has taught me to combine strong conceptual meaning with the twin pillars of accessibility and beauty.

Like art, the meaning of any visual communication needs to be felt, not thought. And the process that produced it needs to remain invisible.”



SKILLS & SERVICES

DESIGN STRATEGY

- Digital Strategy
- Personas & archetypes
- Channel strategy
- Requirements gathering
- Heuristic evaluations
- Formative user research
- User journey mapping
- Experience mapping
- Analytics & tracking strategy
- Content strategy

ART & DESIGN SPECIALISATIONS

- Digital photography
- Video editing
- Digital painting
- Art critique and direction
- Illustration
- Traditional drawing and painting

RELATIVE SOFTWARE

- Axure
- Sketch
- Figma
- Invision
- Adobe XD
- Zeplin
- Jira
- Silverback
- Google Analytics
- Omnigraffle
- Sublime Text
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Clubhouse

ON PLATFORMS

- Windows, Mac OS

CONCEPTUAL & DETAILED DESIGN

- Information architecture
- User interface and Interaction design
- User flow mapping
- Wireframing
- Rapid prototyping
- UX writing
- Usability testing
- User interface design
- Measuring designs with qualitative and quantitative analytics
- Usability testing

ADMINISTRATIVE SKILLS

- Project planning and management
- Organising time and task lists
- Defining and managing scope for small and large projects
- Managing upwards
- Being organised and proactive about meetings, research planning, presentations and managing billable hours
- Coordinating workshops

CULTURAL ATTRIBUTEES

- Enthusiasm and passion for the subject matter, teams, and businesses
- Proactive in solving problems
- Highly ambitious and motivated
- Strong self-development ethic
- Committed to sharing knowledge, information & experiences
- Keen interest in technology and innovation
- Extremely collaborative with teams

CLIENTS

SUN INTERNATIONAL / STANDARD BANK / MAKRO /
LEADHOME / PPS / EXPEDIA / PRIME MERIDIAN / VODACOM
/ DISCOVERY / FNB / PPC CEMENT / HOLLARD / AIG /
GORDON INSTITUTE OF BUSINESS (GIBS) / KULULA / ASILIA
AFRICA / MEDSCHEME / MNET / PEUGEOT /
ACCESS KENYA / FOREVER SA RESORTS

AWARDS & ACHIEVEMENTS

2019

LEADHOME

- Awarded for exemplary user research at Leadhome during 2019 Leadhome quarterlies.

2017

BRITEHOUSE, A DIVISION OF DIMENSION DATA

- Awarded for commitement to creative excellence from client, Standard Bank.

2015

GLOO@OGILVY

- Appointed as UX lead to define Gloo@Ogilvy's user-centered design methodology.
- Won UX pitch for the Sun International website redesign.

2014

QUIRK (MIRUM)

- Qualified for permanency from apprenticeship as a UX Designer at Quirk's UX department.

2013

QUIRK (MIRUM)

- Qualified for formal apprenticeship at Quirk's UX department.
- UX skills test submitted to Quirk's UX department assessed as one the strongest seen at Quirk.
- Passed the Red and Yellow School's digital marketing course (previously called Quirk Education) with distinction.
- Qualified for head intern at Quirk's graduate programme.

2012

UNIVERSITY OF PRETORIA

- Short film showcasing all work produced for the year 2012 at the University of Pretoria achieved outstanding critical acclaim by practising artists and senior academics.
- Researched, presented and professionally exhibited a body of printed digital paintings and short multimedia films exploring digital painting, film, posthumanism and digital realities.
- Researched and presented a 40 page mini thesis entitled 'An investigation of the arts as cognitive prosthesis', under the supervision of practising artist and published academic Irene Naudé, for the subject Visual Communication 401 at the University of Pretoria.
- Participated in a group arts exhibition of final year student work at the University of Pretoria.

2011

UNIVERSITY OF PRETORIA

- Written assignment ‘On Understanding the Social Powers of Landscape’ submitted for the subject History of Art at the University of Pretoria accorded an exemplary status and highest grade mark.
- Participated in a public group arts exhibition of student work at the Van Wouw House in Brooklyn, Pretoria.
- Achieved best concept design and one of the best finished wooden sculptures in project to decorate the University of Pretoria with preserved wood from old trees on the campus.

2008

UNIVERSITY OF PRETORIA

2008 Achieved both awards for best graphic designer and best fine artist of 2008, at Crawford College Pretoria.

REFERENCES

CHANETSA MUKAHANANA, LEAD UI DESIGNER AT STANDARD BANK

Mobile: +27 73 104 7771

Email: chanetsa.mukahanana@gmail.com

PATRICK GLYNN, HEAD OF DESIGN AT LEADHOME

Mobile: +27 72 603 5751

Email: patrick.glynn@leadhome.co.za

JACQUELINE FOUCHE, HEAD OF USER EXPERIENCE AT SUPERBALIST

Mobile: +27 84 943 1928

Email: warriorbunny@gmail.com

STUART WIENER, DESIGN DIRECTOR OF MOBILE BANKING AT ABSA GROUP

Mobile: +27 84 273 2043

E-mail: stuartkilgour@gmail.com

INGE MALAN, LEAD DESIGNER AT LEADHOME

Mobile: +27 82 566 0623

E-mail: inge@poq.co.za

Please be considerate of references' time and privacy.

Proof of identity, matric certificate, graduation certificate, current payslip and any other outstanding documentation is available on request.



This is to certify
that

Zaheera Ismail

ID: 9007270099084

has attended the

Project Management for Non-Project Managers

at the

Gordon Institute of Business Science
University of Pretoria

Nick Binedell

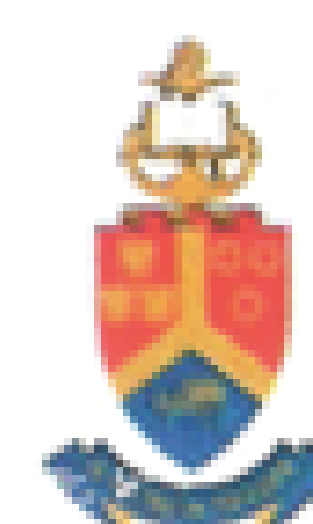
4 - 5 November 2013

Professor Nick Binedell
Director

Date



**GORDON
INSTITUTE
OF BUSINESS
SCIENCE**



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA
Denkeleers • Leading Minds • Dikgopolo tša Dihalefi



Quirk Education is a subsidiary of Quirk. It recognises and fosters excellence in digital education.

Quirk Certificate

Digital Marketing Course

Quirk Education certifies that

Zaheera Ismail

has passed the course with distinction and is a
Quirk Certified Digital Marketer.

Date of issue

September 2013

Certified by the Head of Quirk Education

Academic Coordinator



THANK YOU.

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