

MAY 2020



Nur Ahmad Furlong
Ethically Focused
UX / Product Designer

www.nurahmadfurlong.com

Enabling Experiences which Transform Individuals & Society.
I've worked in 7 countries for organizations of all types and sizes.
I focus on positive impact and avoid anything which does harm.

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Recent Work Experience

UX / UI Lead - Design Manager
Softhouse.io JAN 2019 - PRESENT - Malaysia

My role As UX / UI lead is creating transformational digital experiences that help orgainzations leverage digital technologies to enhance the impact they can have in their sphere of influence.

User Experience (UX) Design Manager
ZADGroup.net NOV 2015 - JAN 2019 - Saudi Arabia

As UX lead at ZAD my focus is shaping digital experiences to meet the education & personal development needs of Muslim communities. I also contribute to organizational/product strategy & design team and product management.

Co-Founder - UX Designer
2beards.co MAY 2015 - PRESENT

I co-founded an ethically focused agency which uses design & tech to serve initiatives that have a positive impact on society. I take care of Design, User Experience & Brand Strategy.

Founder - UX Consultant
the-colab.com SEP 2008 - APR 2015

The-Colab.com was a "No Harm" Communications Agency which I founded in 2008 focused on digital communications. The Vision was to create healthy relationships and a positive society by only promoting no harm products, services and initiatives.

Previous Experience

Friends of Design School 2008 – 2011
Web Design/Dev Lecturer

Cape Peninsula University of Technology
Freelance Design Lecturer 2009

Nomad-One.com 2007 – 2008
Design & Web Consultant

Intermark-Corp (Cairo) 2006 – 2007
Associate Creative Director

Liquid Thought 2005 - 2006
Senior New Media Designer

Interactive LTD (Riyadh) 2005
Designer

Ogilvy Interactive (London) 2004 – 2005
New Media Designer

TBWA Digerati Cape Town 2002 – 2004
New Media Designer

Ogilvy Interactive Cape Town 2000 – 2001
New Media Designer

iafrica.com 2000 – 2001
Graphic / Web Designer

Skills

- UX for Web & Mobile

Design Thinking

Design Management

Design Strategy

Project Management & Planning

User Interface Design

Front End UI Development
- Digital/Brand Strategy

Digital Product Development

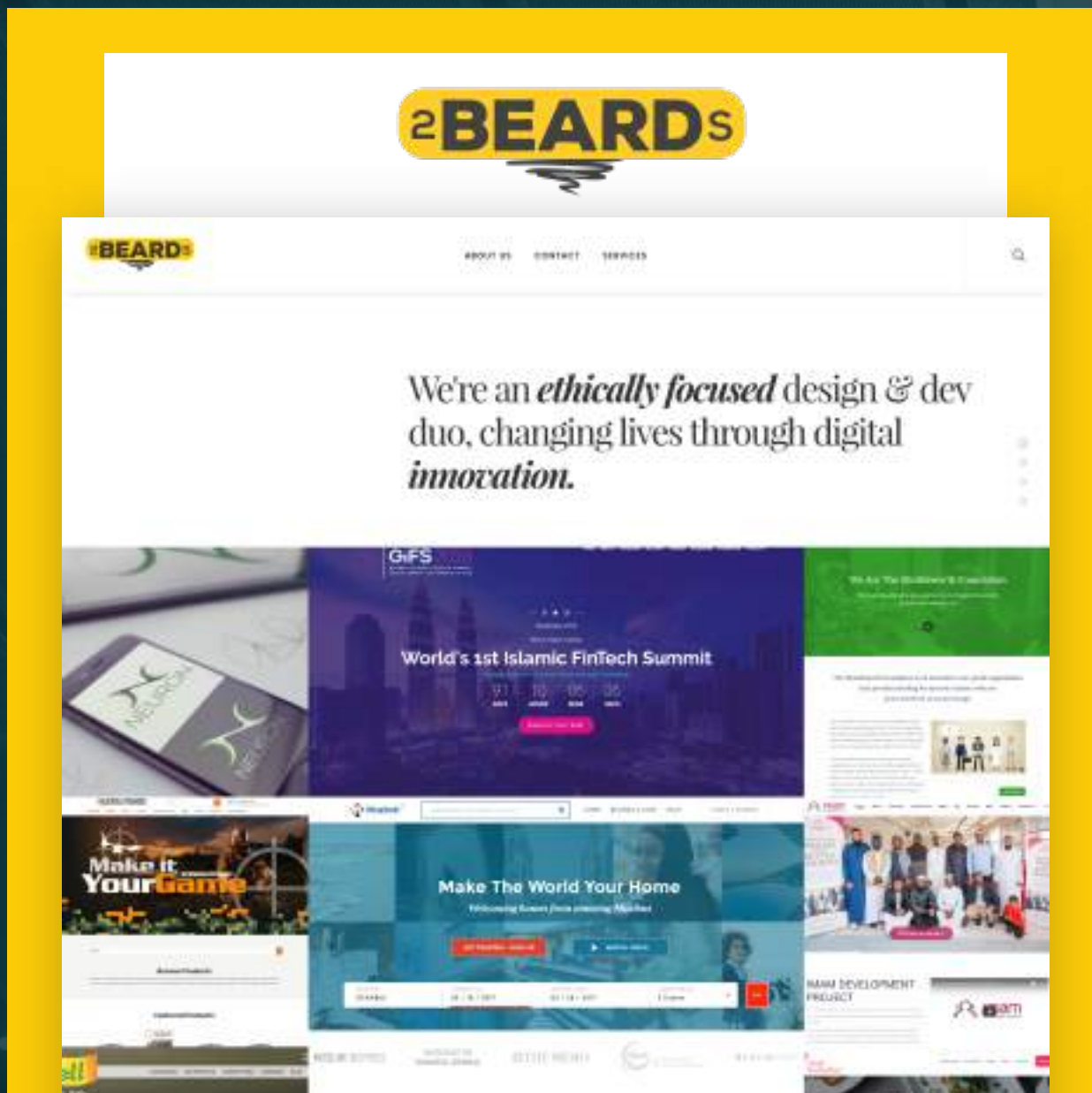
WordPress Development

All with an emphasis on Islamic / Ethical Digital Economy Initiatives.

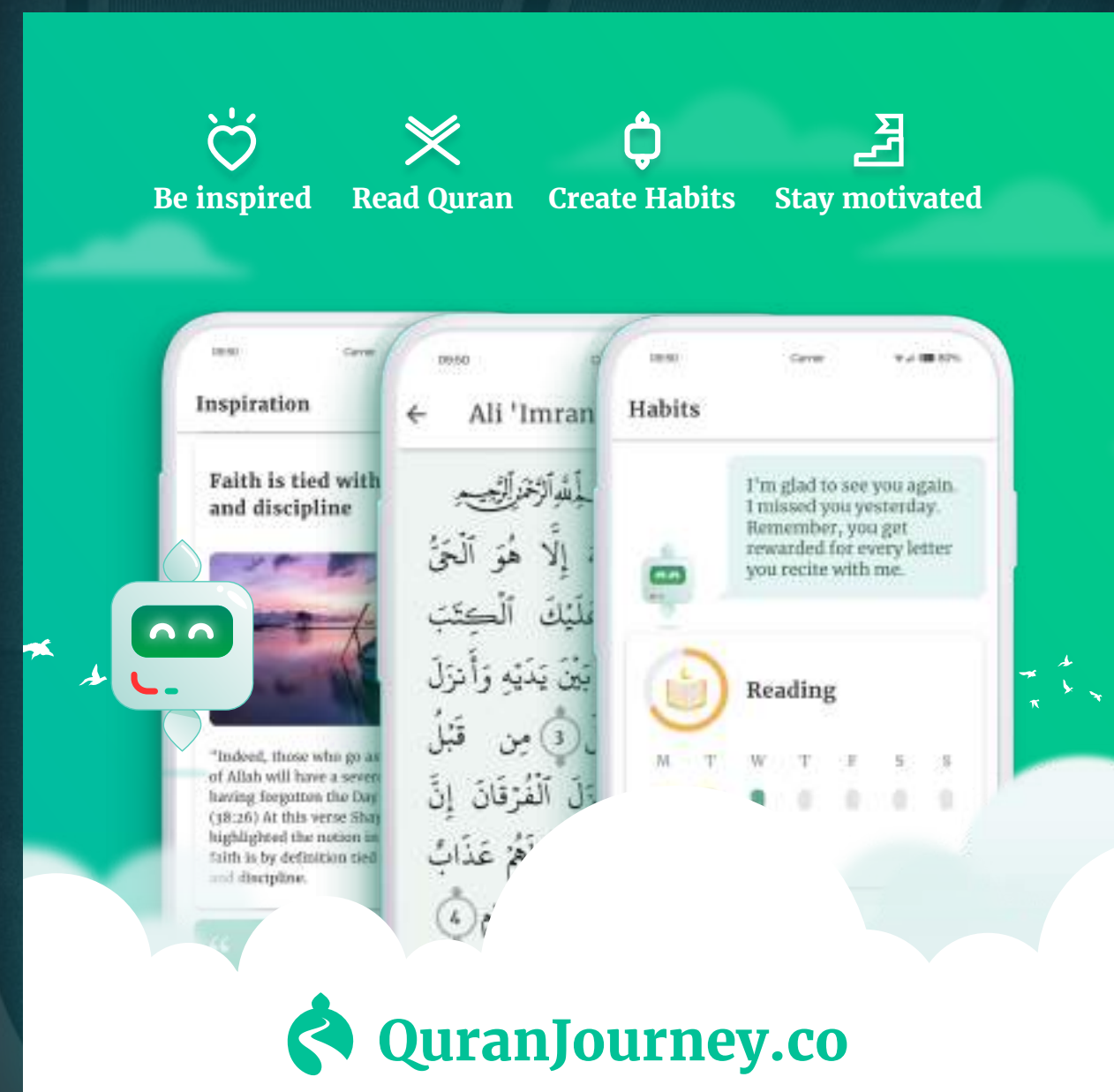
Education

- National Diploma: Graphic Design
Cape Technikon - 1996 - 1998
- Ogilvy Africa Training Program
360 Degree Brand Development
2001
- VeloCITI Business Development Program
Certificate - Business Incubation
2008 – 9 months

Work Samples



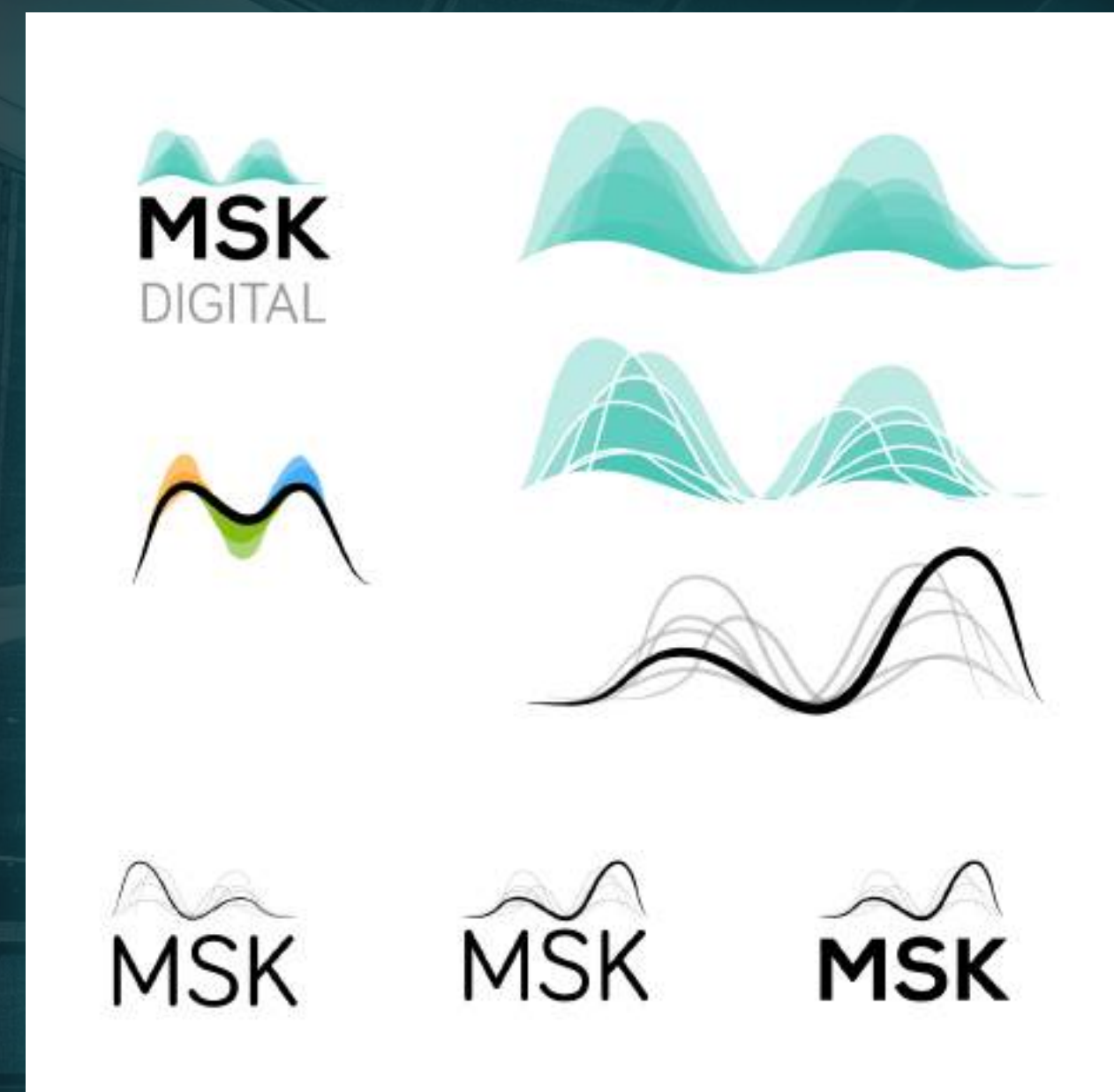
2beards.co Co-Founder



quranjourney.co Product Designer



Muzbnb.com Product Redesign



Misk.my Brand Discovery



muslimapps.net Project UX Lead



Product Redesign