

Butool Abbas

Masters in Design (IIT Kanpur), B.Arch(M.S.U Baroda)

+91-9956713300 | butoolabbas@gmail.com | www.butoolabbas.com

15 years of end-to-end product design development, user research, management, entrepreneurial and consulting experience across a diverse range of industries.

UX/UI and Design Thinking Consultant

Feb 2017- Present

Designing B2B, B2C apps, (SaaS, desktop and mobile) for varied industries from Data Security, marketplace, productivity, agriculture, healthcare, finance, education, conversational AI etc. Heading Design Teams and hiring designers

Conducting design thinking sessions across corporates, colleges and schools

Part of Toptal's network of top 3% freelance design talent pool across the world.

Some Key Companies:

Costplus Marketplace for Business (May 2023- Present)

Built UX and UI for Mark Cuban's CostPlus Drugs Marketplace platform(B2B) from scratch.

Anjuna Security (Aug 2021- Oct 2023)

Revamping the Anjuna Demo Environment and setting up the design system.

Evaluating Usability issues -Conducting user research to understand the painpoints of stakeholders

Scribe (May 2021- Aug 2021)

Driving critical user insights via user interviews and usability reviews to improve usability of the tool

Aknamed (May 2020 - May 2021)

Strategised, **designed UX, navigational models for Aknamed(B2B healthcare supplychain management platform** to create cohesive UX/UI with scalable system design.

Bijak (Feb 2020- Sep 2019)

Designed innovative end-to-end UX flows of the B2B Agri-Tech commodity trading platform mobile app from scratch.

Collaborated with cross-functional teams and leadership to implement the design

Visiting Fellow Homi Bhabha Centre for Science Education, TIFR

March 2018 - August 2018

Co-authoring for building Design Thinking Curriculum for educators of middle school students. across CBSE and Maharashtra State Board

Design Head Aasaanjobs.com

April 2015 - Feb 2017

Drove the user experience of products from conception to launch for Product Development of 10-12 Aasaanjobs products

Responsible for setting up UX process and building the design team.

Consultant Quantum Consumer Solution

October 2014 - March 2015

Managing and driving user insights for qualitative research projects

in various sectors like FMCG, Digital Media that contributed to product development.

Facilitated research via various methodologies like Playlabs, In-home depth interviews, Peer Group Session

Visiting Fellow Homi Bhabha Centre for Science Education and Research

Sept 2014

Planned and conducted ThinkLab activities for instilling 21st century skills of communication, collaboration and creative thinking in college students of Guru Gobind University .

**Co-founder & Managing Director
Thinking Threads Design**

May 2009 -Aug 2014

Co-founded the multidisciplinary user-design consultancy focused on providing services for strategic communication design, branding and qualitative research.

Built a fledgling organization from scratch to a 15 people team and 60 plus client base. Implementation of more than 200 projects.

Pan-sector work experience - events & conferences, educational institutions, startups, SMEs, corporate amongst

**Founder
Thinkizm**

2011 - Present

Designed Experiential Learning Programs (ELP) for enhancing creative thinking, communication and collaboration Skills.

80+ workshops with more than 2000 Individuals (Details in Facilitator's Profile)

Conducting Ideation workshops in Govt. Schools in partnership with National Innovation Foundation, IIM Ahmedabad.

**Designer & Founder
Design Mela**

June 2012

Responsible for artifact analysis, research and UX of the Indian Design Awareness Project.

**Founder
Oink – Only Indian Kalakari**

Dec 2012

Spearheaded from research, conceptualization, production to marketing of Oink; an in-house brand focused on quirky, humorous Indian products to instill nostalgia of the decades of the 80's and 90's.

**Interaction Design Intern
Oracle, UX Group**

May- July 2008

Worked on creating low fidelity prototypes for UX projects. Created task flows and was also a part of pattern formulation team.

EDUCATION

MASTERS OF DESIGN (M.Des) 2007-09

Indian Institute of Technology (IIT), Kanpur

BACHELORS OF ARCHITECTURE (B.Arch) 2002-07

Maharaja Sayajirao University (MSU), Vadodara

SKILLSETS

DESIGN :

Design thinking methodology, conceptualization, ideation sketching, execution using design softwares (Figma Sketch, Zeplin,taskflows, wireframes, UX psychology

RESEARCH METHODS KNOWN

Conducting Focus groups, In-depth interviews, Ethnographic Studies, Contextual Enquiry, gamified research methods, Participatory Research, Usage and Attitude Study,Usability analysis.

ACHIEVEMENTS

Member of the Central Board of Secondary Education(CBSE) Committee to introduce Design as a subject in schools at class 11th and 12th under the Vocational Education Framework.

International Visitor's Leadership Program (IVLP) fellow by US Govt. (May-June 2013) for a month long professional program for "Women Entrepreneurship in South Asia Region" in USA

Conducted workshops on Design Thinking and basic qualitative research methods at IIT Jabalpur, SPA BHopal, Amity School of Fine Arts, Lucknow amongst others.

PUBLICATIONS

Presented Paper in DDEI 2013, Designing Design Education for India Conference Pune 'Inculcating divergent thinking in main stream school education: creating ideators and problem solvers for tomorrow'.