

MUSSAWER AHMED

Industrial Designer

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PERSONAL OBJECTIVE

Industrial designer connecting product design with brand strategy, service design, UX/UI, and business thinking. I focus on how ideas are researched, prototyped, communicated, positioned, and brought into market through clear design, systems thinking, storytelling, and visual execution.

EDUCATION

- *OCAD University*
Bachelor in Industrial Design 2026
- *Google Specialist Certificate*
Digital Marketing & E-Commerce

AWARDS

- **CBOE** Canada Award for Disruptive Design
- **ACIDO** Rocket Innovation Showcase Nominee

SKILLS

Design: product design, service design, design research, concept sketching, prototyping, stakeholder mapping, ecosystem mapping, presentation design

Digital + Brand: UX/UI, wireframing, brand identity, pitch decks, product storytelling, e-commerce, Shopify, digital marketing, campaign strategy

Tools: Blender, CAD/digital modeling, Photoshop, Illustrator, Canva, Premiere Pro, Figma, Arduino, 3D printing, Adobe Creative Suite, Microsoft Office

PROJECTS

CAPSTONE THESIS: Takaya - Designing a Canadian Automotive Ecosystem

SYSTEMS DESIGN · PRODUCT ARCHITECTURE · SERVICE DESIGN · BUSINESS STRATEGY · BRAND IDENTITY

Two-semester capstone exploring why Canada has world-class automotive suppliers but no nationally recognized performance brand. Developed Takaya as a Canadian-owned Virtual OEM model, using a hypercar as the proof of a larger ecosystem connecting suppliers, government, investors, research institutions, designers, engineers, and users.

Work included: Canadian automotive history research, supplier/stakeholder mapping, interviews, create ecosystem strategy, 12-system vehicle architecture, brand identity, aero studies, sketches, product design, 3D development, physical prototypes, business model visuals, and final presentation materials.

Recognition: CBOE Canada Award for Disruptive Design · ACIDO Rocket Innovation Showcase ·

Community Experience Hub (CF Sherway Gardens): Designed a retail experience strategy using an Infinity Loop concept to integrate pop-ups, culture, and rotating community programming into a mall service platform.

WishWell (Mental Health App): Developed a health-tech UX/UI and brand concept; designed high-fidelity wireframes, app flows, landing pages, marketing positioning, and financial projection models.

OTHER

PROJECTS:

UNDER THEME

Product + UX/UI: Zcribe Smart Fidget Pen · Smart Toaster for Arthritis · Weather Network App Redesign
Systems + Speculative: PAIGS Public AI System · Beyond the Label Sustainability · Smart Home Futures
Physical Computing + Making: Smart Sentry Speaker (Arduino/Ultrasonic sensing) ·

EXPERIENCE

Industrial & Digital Designer – Freelance / Humanity First | 2021 – 2024

Brand Systems: Developed visual identities, service flows, digital storefronts, and multi-channel campaign assets for non-profit organizations and small business clients.

Product Communication: Combined industrial design thinking with Shopify development, commercial photography, and videography to position and launch products online.

Growth Metrics: Planned targeted digital campaigns that achieved a validated 126% Facebook engagement increase and 19x growth on Instagram.