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nur@the-colab.com



Nur Ahmad Furlong

Design Thinker & (UX)User Experience Consultant

I'm an Independent Digital Designer, Design Thinker & User Experience(UX) Consultant. I've been working as a designer, online and offline for the past 15 years.



I'm Interested in Design Thinking & Social Innovation at the Intersection of business and society.

Linkedin

Flickr

@nomadone

*the-colab*

Founder & Strategic Design Consultant (The-Colab.com)

2008–present

I currently run a small ethically focused communications consultancy called The-Colab founded in 2008. We focus on web & design solutions as well as training but also delve into Brand Development & Strategy.

Experience

Career Summary

- WordPress Designer & Developer (Gotcha Local US) 2010 - Present
- Web Design & Dev Lecturer (Friends of Design) 2008 - 2011
- Independent Designer & Web Dev (nomad-one.com) 2007 - 2008
- Associate Creative Director at (Intermark-corp Cairo) 2006 - 2007
- New Media Designer (Ogilvy Interactive UK) 2004 - 2005
- New Media Designer (TBWA Digerati Cape Town) 2002 - 2004
- New Media Designer (Ogilvy Interactive Cape Town) 2001 - 2002
- Junior Web Designer (iafrica.com) 1999 - 2000

Full details of positions can be found at the link below

<http://www.nurahmadfurlong.com/category/career-history/>

Skills

- Visual Design (Cross media)
- User Experience Design
- Web Development, HTML & CSS, WordPress CMS Dev
- Web/Brand Strategy & Consulting
- Illustration
- Teaching & Lecturing on Design Theory & Web Development
- Design Thinking Methodology

Testimonials

Recommendations from employers, clients & colleagues at

<http://www.nurahmadfurlong.com/category/testimonials/>

Education

National Diploma Graphic Design

1996 - 1998

Cape Technikon - Cape Peninsula University of Technology

Relevant Courses:

- Ogilvy Africa 360 Brand Development Training 2001
- VeloCITI Business Incubation Program 2008

Nur Ahmad Furlong

Design Thinker & (UX)User Experience Consultant

- Address: **Cape Town Area, South Africa**
- LinkedIn: <http://www.linkedin.com/in/nomadone>
- Website: Nurahmadfurlong.branded.me
- Email: nur@2beards.co

I'm an Independent Digital Designer, Design Thinker & User Experience(UX) Consultant, living in Cape Town. I've been working as a designer online and offline for the past 15 years.

What I do Best

Design for the Web, Front End UI Development & WordPress, Consult on Web Strategy and Online User Experience UX. I'm interested in Social Innovation at the Intersection of business and society. I Build People Friendly Brands, through the-colab.com a small virtual communications company I founded. My obsession is collaborative design thinking, coming together with like minds to develop positive & sustainable solutions for business & society. In every role I attempt to implement methods, approaches as well as leverage the best tools to streamline and improve the speed, cost and effectiveness of solutions. I apply this to the solutions I create, to my own business processes as well as the collaborative approaches I use with clients and colleagues.

Ethical Profile

I'm an ethical service provider preferring to focus on promoting products, services and causes which have a positive impact on people and society. I believe in the "No Harm" principle.

Specialties: UX, UI, Graphic Design, Web Design, Brand Development, Web Strategy, Wordpress Theme and Site Development & Training, Illustration, Logo Design.

Software: Adobe Creative Suite, Photoshop, Illustrator, Indesign. Keynote, Balsamiq, MS Office

Experience

2Beards.co

Design Thinker & (UX)User Experience Consultant

April 2015 - Present

Having run the-colab.com independently since 2008 I've moved on to partner with Asif Amod to form 2beards.co, an Ethical, Digital Innovations Lab offering a range of creative strategic and development services.

the-colab.com

Strategic Communications Consultant

September 2008 to April 2015

The-Colab.com is a "No Harm" Communications Agency which helps you develop digital communications. Using Design, On and Offline Media, and a collaborative approach, we offer a full spectrum suite of communications services to help bring people and companies closer together. We want to help create healthy relationships and a positive society by only promoting those things which cause no harm.

startupegypt.net

Founder, Web Strategist

November 2012 to May 2013

An Online space to consolidate and connect the wide variety of startup ventures, programs and resources spread out across egypt and to allow the sharing of information, ideas, solutions and anything which will facilitate the further development of the startup economy.

Friends of Design

Web Design/Development Lecturer

2008 to February 2011

Teaching part time classes on screen design theory, HTML & CSS & WordPress Theme Development. I developed the WordPress Theme Development curriculum as well as a Screen Design Theory Curriculum for some of the courses covered. I've also serviced various clients on behalf of Friends of Design including the Auditor General's Office of Botswana and Multichoice DSTV in Johannesburg.

StrictlyHalaal.com

Founding Partner

November 2009 to April 2012

Strictly Halaal is an online information hub to provide quick & easy access to Halaal (Islamically Permissible) businesses and other information resources. We aim to help those interested embrace a more Halaal Lifestyle.

Cape Peninsula University of Technology

Freelance Lecturer

2009 to 2009

Taught Web Design & Development, Including HTML & CSS

nomad-one.com

Independent Strategic Design & Web Consultant

September 2007 to June 2008

We offer high end design services for web and print based media. Whether you need a logo, business card, A Full Brand Identity Created, website - new designs or re-design, wordpress blog themes. Check out our website www.nomad-one.com for more info.

Intermark-corp

Associate Creative Director

October 2006 to May 2007

Associate Creative Director responsible for Conceptual & Strategic Development. Art Direction. Brand Development. Copywriting, Script Writing, Graphic Design & Art Direction.

Liquid Thought

Senior new Media Designer

June 2005 to August 2006

Design & development of websites, advertisements & brochures, site maintenance, branding, CSS & html coding

Interactive Limited Saudi

Graphic Designer

April 2005 to June 2005

Design of logos, advertisements, flash animations & font design

ICG London (Islamic Finance Events Company)

Design & Branding Consultant

February 2005 to April 2005

Re-branding & development of Corporate Identity, advertising and websites.

Ogilvy Interactive (London)

New Media Designer

November 2004 to March 2005

This was a contract position while on travels to London where I was responsible for maintenance on brands like BT, IBM, Tassimo, Cisco & Sunsilk (websites, banners, emails)

TBWA Hunt Lascaris (Digerati) Cape Town

New Media Designer

2002 to 2004

Web Interface Design & Brand Development, Conceptual & Campaign Development for Online Media

Forward Slash

New Media Designer

2001 to 2002

Web Interface Design

Ogilvy Interactive Cape Town

New Media Designer

2000 to 2001

Web Design, Brand Development, 360 Brand Integration, Campaign Development, Illustration

iafrica.com

Graphic Designer

1999 to 2000

Web Interface Design, Brand Development, Illustration

Education

VeloCITI Business Development Program

Certificate

2008 to 2008

8 Month business incubation program which helped me launch the-colab.com

Cape Peninsula University of Technology

ND: Graphic Design

1996 to 1998

Major - Graphic Design

2nd Major: Illustration

Livingstone Senior Secondary

Senior Secondary

1991 to 1995

Art, Biology, English, Afrikaans, Mathematics, Physics

Skills

WordPress Development, Web Strategy, Web Design, Graphic Design, Web Development, CSS, Logo Design, Illustration, Information Architecture, Brand Development, Blogging, Photoshop, Social Media, User Experience, HTML, SEO, CMS, Adobe Creative Suite, Art Direction, InDesign, User Interface Design, Website Development, WordPress, Advertising, Copywriting, Multimedia, Corporate Identity, New Media, Dreamweaver, Creative Direction, Online Marketing, Google Analytics, Interaction Design, Corporate Branding, Branding &

Identity, Digital Marketing, Digital Strategy, User Interface, User Experience Design, Adobe Illustrator, HTML, Wordpress Training, Human Centered Design, Front-end Web Development, Design Thinking

Projects

Shuttleworth Foundation Redesign #3

<http://www.shuttleworthfoundation.org>

October 2013 to February 2014

Having previously redesigned The Shuttleworth Foundation's previous 2 iterations, this round involved a lot more User Testing and tweaking based on very specific business requirements and user needs. Using a combination of user surveys and feedback tools, visitor tracking through heatmaps and click maps, observing users journeying through the site, many minor tweaks were made to provide improvements without drastically changing the existing look. The entire code base was migrated over to the Genesis Framework as well and additional data types were added to the site. The Shuttleworth Fellowship application process was integrated into the site and with Google Docs allowing applicants to register and complete their application over a period of time returning to add more detail as they are able. A host of other refinements, mobile improvements and design tweaks were made to maintain the previous minimal look while providing enough for users to find what they need in terms of functionality and information.

Knowledge Management System Search UX Improvements

<http://the-colab.clarify-it.com/d/eytdgz>

September 2011 to October 2011

I was enlisted to assess an existing UI design and provide Enhanced Search & Filtering Mechanisms for users to more easily find the content they were looking for from a wide range of content types and site sections within the existing Knowledge Management System. The challenge was due to the sheer scale of the system, vastness of the data and wide variety of content types, groupings and taxonomies.

Additionally we had to cater for a range of user types with differing competencies and specialisations.

Initially understanding the system required breaking down all the different parts into an understandable set of taxonomies.

Using Keynote I developed a series of wireframes each tackling a different aspect of the interface, taking care to keep it as simple as possible while still powerful and intuitive.

Unfortunately the scope of the project did not allow for testing models with the actual users.

Design Thinking Course Development

http://www.interaction-design.org/courses/design_thinking-the_beginner%27s_guide.html

March 2014 to June 2014

I'm currently developing an online course in Design Thinking, a design based innovation approach applied to a wide range of challenges, problems and innovation based needs. The innovation approach is a radical departure from the traditional analytical data-driven approaches we find in the corporate world. Design Thinking has been made famous by the d.school at Stanford and Design Firms like IDEO but is gaining massive traction within business and social sectors and current demand far exceeds the available skills.

Languages

English, Arabic, Afrikaans

Testimonials

Khalil Aleker

I have worked with Nur couple of times. He is a great personality, highly ethical, honest and extremely good at what he does. Wont think twice in hiring him for future projects, however, he is always busy :) and always need things done like yesterday :(

Randall Wyngaard

I highly recommend Nur Ahmad Furlong as Web Development Lecturer and WordPress Trainer/Consultant. Nur has a wonderful rapport with people of all ages and social groups, His ability to connect with his students and his talent at teaching simple concepts, as well as more advanced topics, are both truly superior. I recommend Nur without reservation.

Philipp Schmid

Marketing Manager & Distance Learning Project Manager at Friends of Design

10 May 2011

Brilliant lecturer that always has an idea to solve problems. No matter when I struggled, I could always find a helpful resource in him.

Habib Patel

Design Director Ogilvy One (London)

20 February 2014

Nur Ahmad has always been a willing and talented team player. He pays attention to the big picture and the details in equal measure and executes reliably. He is a pleasure to work with, mixing expertise with great intuition, always pushing the boundaries where he can. I would confidently recommend Nur Ahmad to anybody. He has the talent, know-how and people skills to affect any business objective in a positive way.

Irina Papuc

Founder, Wikidwell

10 February 2014

Nur is one of those rare individuals who not only has a strong perfectionist streak and determination to see a project to its success, but also cares deeply

about the ethical implications of the brands and projects he helps drive forward. This combination of reliable project delivery and character, coupled with excellent communications and customer service, mean I would recommend Nur to anyone without hesitation.

Hennie Grobler

Solutions Architect at MIH Group (Cape Town)

5 February 2014

Nur was called in to do some freelance UX design for a new site that we were working on at the time after we had some mixed feedback from users. He was able to incorporate this feedback into wire frames that showed great insight into user experience aspects which turned out to be very valuable input to the final product. He was very professional and was able to deliver high quality work in a short amount of time.

Livio Tronchin

Creative Director

26 October 2012

Clear, concise, and a great ability to get a class of complete novices up to speed in very little time. Nur's course was a launchpad for my learning and I still refer back to notes I took from him even though it's already a couple of years ago.

Randall Wyngaard

Lead Designer - Mobimedia

22 October 2012

Although I only worked (and studied under) with Nur for a short period of time, It was a great experience. Nur is dedicated to teaching and educating as well as setting a standard in Web Development that has been both inspiring and of great motivation to me to do well. He's always open to learning new things and improving. Thanks. Randall Wyngaard

Andrew Walton

Founder, Escape 4 Africa Travel

22 October 2012

Nur provided great work on one of our websites. He is expert knowledge on wordpress is second to none. Most importantly the project was completed on time and within budget. I would recommend him.

Marek Jan S.

Nur Ahmad is an excellent tutor in his field. He provides very detailed but never boring tutorials and classes in web development, wordpress administration as well as design and development of custom themes. His approach is always fresh and the feeling in the class is that everyone looks forward to the next class and they feel fulfilled about the knowledge they have received and are eager to apply in the real world. He also makes himself available after classes to students to assist in projects which is an added bonus. Having worked in the online industry for quite some time, I can see the benefit in attending these courses and I would recommend Nur Ahmad to my colleagues and industry friends to attend his classes and use his services.

Faye Elliott

WordPress Bootcamp Student

21 October 2012

Nur has trained me to work Wordpress and has helped with me on a couple of my sites. He is extremely thorough in his work and teaching. Nur has also coached me in moving forward with my business. He has an in-depth knowledge of Wordpress and has a very responsible and professional approach to his work. I respect Nur's integrity and ethical approach to everything he does. Regards
Faye Elliott Graphic Designer

Ute Gass

WordPress Bootcamp Student

21 October 2012

I was privileged to attend a training workshop with Nur. He engages his students and creates a dynamic learning experience. Nur delivered well prepared lessons, gave his attendees an enormous amount of resources and is always willing to answer questions. He is very knowledgeable on his subject and I highly recommend him.

Matt Prados

CEO Gotcha Local Marketing

9 March 2012

Nur is a great designer, with excellent Wordpress knowledge which adds up to getting projects done with nice success. I Highly recommend Nur for any design projects.

Monica Somolekae

Nur Ahmed is a great designer who is very creative. He has excellent interpersonal skills and very proficient in Wordpress. He was able to translate our organisation's needs into an interactive, professional and engaging website.

Rafiq Phillips

I contacted Nur after 4pm on a Friday afternoon needing emergency design changes/updates to my site. Before midnight on the same day the changes were live and the resulting increased revenue that can be directly linked to his work means the investment in Nur's services will result in a more profitable online business almost immediately.

Fred Roed

Nur has impressed me with his courtesy, professionalism and insight within his suite of services. I recommend him highly!

Salah Elbaba

Having worked with Nur on more than one occasion I am happy to say that he continues to deliver good work, on time when we need it.

Ihsaan Edries

Nur Ahmad provided us with an excellent & timeous workset of skills. i would highly recommend his services to anyone. His superb work ethic will see him far.

Almir Colan

It was my pleasure to work with Nur Ahmad Furlong on the "Open Islamic Finance Learning" project. He helped me to develop initial idea and see it evolve

with his exceptional technical and artistic skills. Very genuine and easy to work with, I wholeheartedly recommend him.

Eva Csernyanszky

Nur has worked with my digital design training academy (Friends of Design) for a number of years. It was always a pleasure working with him as a freelance trainer, on a personable and technical level. I highly recommend him as a valuable asset to any creative team.

Brett Simpson

Founder, Breadbin Interactive, Freedom Toaster

14 July 2011

I have been associated with Nur for a number of years and have utilized his services with fantastic results. He is comprehensive with his briefing protocol, on time with delivery and above all, has the highest integrity of any service provider, I have experienced. I would without hesitation, having done so many times before, recommend Nur and his services.

Abdul Waheed Patel

Founder, Ethicore

I have had the benefit and privilege of working with Nur Ahmad in various capacities. Firstly, Nur Ahmad has been a driving creative force behind corporate identify of my company ETHICORE. He has also shared and encouraged my passion for founding and running a company with a profound ethical focus and purposes. Needless to say Nur Ahmad is one of the most ethically focused and principled individuals and professionals I know of and have worked with. These values and ethos make him an indispensable colleague and business associate. He is one of the most brilliant and talented creative design, communication and web professionals you will find any where in the marketplace. His work is of impeccable quality and standard and his experience vast having consulted on project (large and small) both locally in South Africa and internationally. He conducts a thorough and transparent process for his clients, never disappointing. His ideas are also legendary, sometimes ahead of its time! I have also worked on Nur Ahmad as a business associate and partners in an online halaal marketing company, which he helped co-found. Nur Ahmad introduced me to the online world that I am now addicted to! Lastly, Nur has excellent taste in coffee!

Ibraheem Adams

Nur Ahmad is an amazing individual, he is more than a lecturer, I think I can safely say a mentor. His knowledge about the web, web development and design as a whole is outstanding. Whatever the question, he has many answers and is always willing to help. It is always a pleasure working with him and I look forward to our next collaboration.

Ashraf Slamang

Nur is excellent at what he does and is also a great guy. Very honest, he flies the flag for ethics and good practice. He is an all-rounder in the fields of web design and development and creates highly advanced WordPress-based websites which enables the end-user to have full control over their website. He is a great business partner and friend and comes with my highest recommendation.

Angelique Dos Santos

I have had the honor of being a WordPress student of Nur Furlongs at Friends of Design Academy in 2010 and also partnering up with him in developing my companies website at the time (Advance Office Supplies). His work ethic and ability to transfer knowledge to his students has earned my respect as a fellow designer and I am looking forward to working with him again. His professionalism and integrity is reflected in his work and his interaction with students and clients. I would recommend Nur to any potential client, as I would be secure in the knowledge that he is capable of delivering the best.

Hasanain Abdullah

Nur Ahmad Furlong is Web Design Consultant who has above average skills in web design. He is a master Wordpress developer. He is detailed orientated and his work is of an outstanding quality. I would recommend his services.

Cayden Philander

Nur, is brilliant at what he does!! you grasp the content of word press so quick..he taught me well, and you could learn so much while working with him.

Jamey Cupido

Nur is the best Wordpress trainer. He makes all the code easy to overstand and always willing to help whenever I had a problem. I will recommend Nur to

anyone who is considering to learn Wordpress. He is an awesome and informative, very punctual lecturer.

Naeem Mayet

Great work, professional and an eye for design.

Khalil Aleker

I have hired Nomad (Nur Ahmad Furlong) a couple of times and won't think twice in hiring him again. He is extremely trust worthy, well knowledged, creative and a kind human being. His work is excellent and takes every transaction (big or small) seriously. He is hardworking, a family man and a role model to youth and his colleagues. Nur Ahmed Furlong has all the attributes of a successful businessman & entrepreneur. I wish him all the best.

Ghouwah Emandien

Nur was a pleasure to work with and added great value and creativity to the design team. He is passionate and dedicated to his work and treats all projects as a priority. He has a great sense of humour and gets along well with anyone.

Ismail Dhorat

Solutions Engineer, Zye Labs

8 October 2008

Nur is a guy who is passionate about making a positive impact on society, he is honest, trustworthy and will not even take a job if he believes it will have a negative effect. He is skilled at design and design strategy as well as webdesign.

Saeed Subailey

Owner, Praxia

Nur has helped me greatly in improving the image of my company. He has provided an excellent service of which I am confident enough to recommend to all my clients. I wish I could select more than three attributes.

Troy Gerber

Ex Operations Manager, Liquid Thought

26 September 2008

Is a team Player, astute worker with a high regard for detail and professionalism. It was a pleasure working with him and I would gladly work with him again.

Marek مالك Jan S.

Nur Ahmad is a very proficient and highly skilled web strategist, designer and project manager. His creative skills and talents are amongst the best we've worked with.. and along with his technical knowledge Nur can create complex solutions within budget and time frames. Its been a pleasure working with him and I ma looking forward to our next project.

Mahmoud Al Taji

Nur is one of those wonderful people that is both a pleasure to work with professionally and amazing to deal with on the inter-personal level. He is both artistic and analytical which greatly helped him on the projects he worked on at InterMark Corp. His thoughtfulness, resourcefulness, intelligence shone through and everyone at the firm enjoyed working with him. Always with a ready smile on his face and always dedicated to creating not just advertising pieces.. but advertising pieces of art. A pleasure to work with and definitely someone I'd love to work with in the future.

Eugene Smit

Project Manager Liquid Thought

I had the good fortune of working with Nur at Liquid Thought where he always went beyond the required in applying his mind. His greatest asset is his inquisitiveness - he continually seeks to better his knowledge and skills through research and practice. At LT we instigated a weekly information sharing session where each staff member was asked to present on a subject of importance to them. I still remember clearly Nur's presentation on design theory - the strategic and reasoned side of design. And that's Nur's approach - nothing done without good reason. Considering how much he knew then and his insatiable thirst for knowledge I sure today he's even more ahead of the game.

Marek مالك Jan S.

Great developer and designer, I can honestly recommend him.

Jamaaludeen Khan

Nur is a very creative and talented designer and brand expert. Over the years he has designed several logos, business cards, and other material for myself and my clients. Nur's work is always eye-catching and his broad knowledge of branding and strategic design is evident in his work. I recommend Nur for any work that requires creativity!

Fred Roed

CEO of World Wide Creative

23 January 2012

Nur has impressed me with his courtesy, professionalism and insight within his suite of services. I recommend him highly!