

## Basil Safwat

basilsafwat.com

I am an interaction designer and prototyper based in London. My aim is to help build systems and tools that enhance human ability and creativity.

### Experience

#### Designer/Prototyper, Normally

Sep '15 – present

Working in and leading teams across client projects, in particular for Facebook, Jaguar Land Rover, the BBC and Barclays, as well as working on internal product development.

#### Co-founder, Minified

Apr '11 – Sep '15

Design principal working with clients and consultancies including Rapha, IDEO, Ctrl Group and University of the Arts London. Designed and launched an internal product, Telescope, which delivered 10,000 bespoke printed city guides to customers around the world.

#### Lead Analyst, Acturis

Sep '06 – Oct '11

Led a team of designers and developers prototyping and building new products for the insurance industry, in particular for Allianz and Aviva.

#### Researcher, Demos

Jan '06 – May '06

Research intern then contractor for London based think-tank. Worked in science and technology policy group, in particular on policy for the European Space Agency.

### Education

#### MSc Integrative Neuroscience

Sep '04 – Aug '05

Imperial College, London

(Research project awarded distinction and [published](#))

#### BSc Physics

Sep '00 – Aug '03

Imperial College, London

### Skills

Highly experienced in using code to build low and high fidelity prototypes appropriate to each stage of the design and development process (e.g. HTML/CSS/JS, Swift).

Skilled in using visual and interface design tools for design (e.g. Sketch, Adobe Suite).

Working knowledge of electronics tools for building physical prototypes (e.g. using Arduino, Phidgets etc), 3D software for AR/VR development (e.g. Unity), and using toolkits for machine learning (e.g. scikit-learn, TensorFlow, Amazon ML).

Experienced in running user research and testing.

External lecturer at Ravensbourne College of Art, London.