



# Musemind — Company Deck

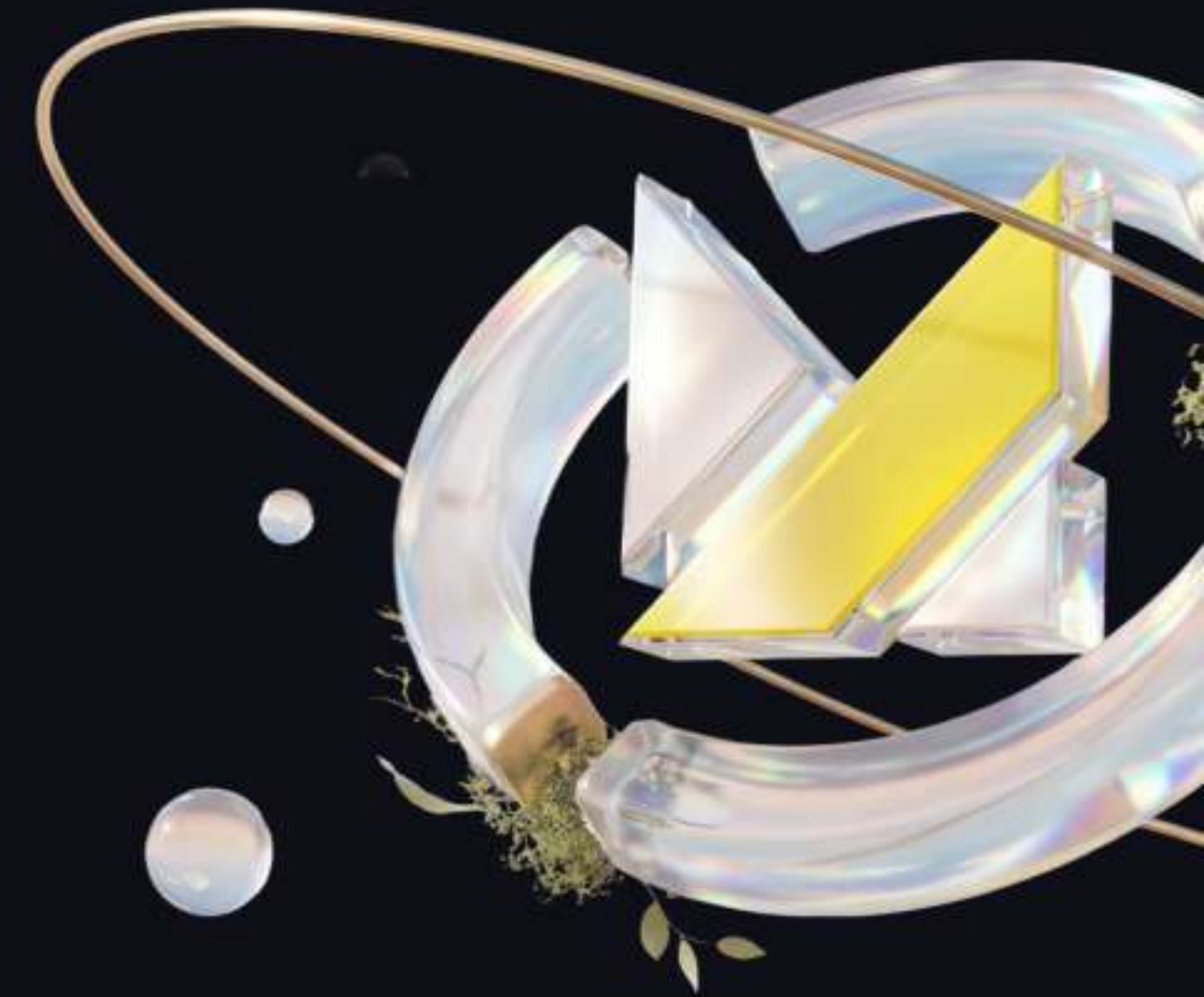
ASIA • EUROPE • GCC  
• NORTH AMERICA





A closer look into

# How **Musemind** thinks, works, & delivers



Intro

Who we are

How we think

How we work

Work

Services

Selected Works

R&D

Team

Team & Culture

Achievements



# Global UX Agency Building **Delightful Digital Experiences** That Grow, Scale & Impact

Partnering with Fortune 500 brands and fast-growing teams





# AI-native product expertise spanning strategy, design, development, and growth. Built for scale.

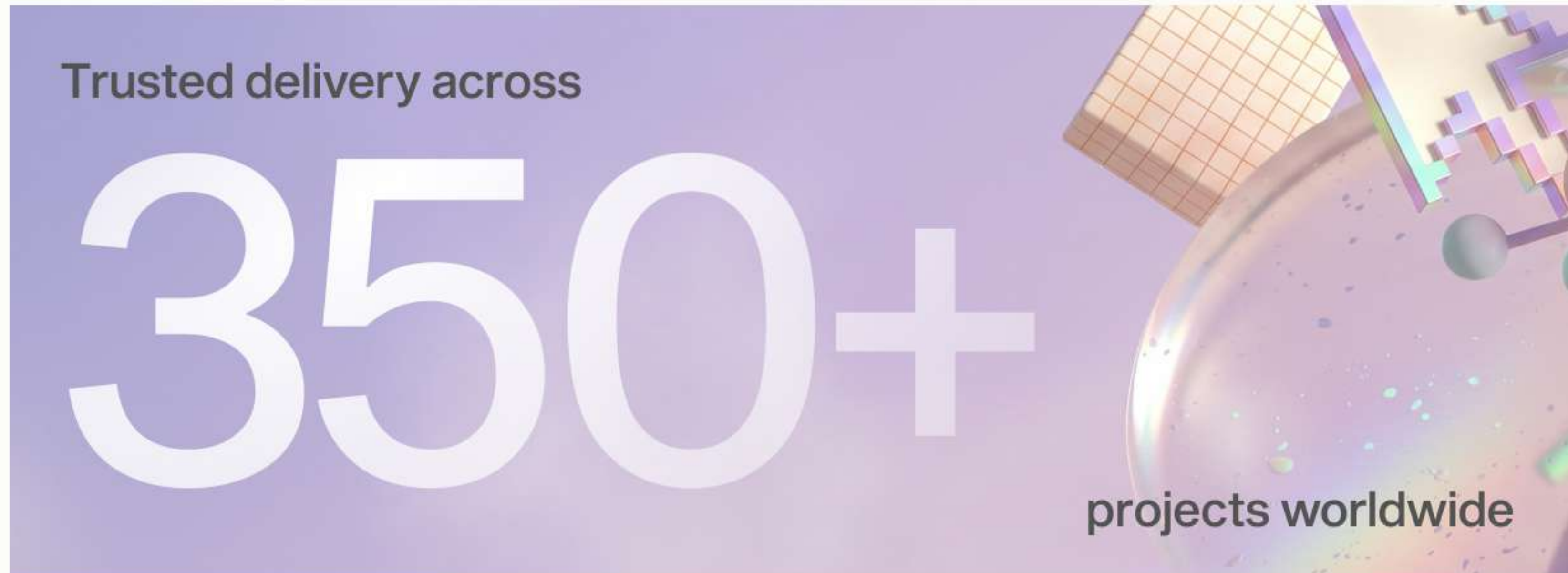
We take ownership of every product we build, from ideation to post-launch. Everything we do supports and informs the other, adding value at every step and creating systems that work today and adapt to wherever your business goes next.





# Trusted by companies building ambitious digital products

Today's products are built by many teams across many disciplines. We help bring those efforts together to create better outcomes, faster.



Projects delivered

**350+**

Countries served

**38+**

Specialists

**120+**



# 350+ projects delivered across industries & markets worldwide





# Building **next-gen products** across global markets

06

OFFICE LOCATION

38+

COUNTRY SERVED



## Berlin

Reuterstr. 23, 12043 Berlin,  
Germany

+49 15 1100 03257



## New York

47 Macdonough St, Apt 01,  
Brooklyn, NY 11216

+1 (917) 960-9979



## London

19-21 Mortimer St,  
London W1T 3JE, UK

+447441921927



## Dubai

B1906 East Wing, Latifa towers,  
World trade 1, Sheikh Zayed Road

+971-50-1966827



## Dhaka

Joypurhat Tower, Level- 06,  
Block F, Dhaka

+8801793-477511



## KSA

4194 Bir Al Mahallat,  
Al Wisham, Riyadh 12741, KSA

+971501966827





# Great digital experiences are built through **clarity,** **systems, and collaboration**

We believe strategy, design, technology, and operations should work together from the beginning, shaping the outcome.



## Ownership

Every team member operates with full accountability for outcome and craft.



## Collaboration

Cross-functional partnership replaces hand-offs across every phase.



## Curiosity

We question defaults and look for the structural reasons behind problems.



## Excellence

Detail is not the polish. It is the brief from the first review forward.



## Learning

Continuous study of product, systems, and emerging tools is built into the week.

# Workflows

# & Services



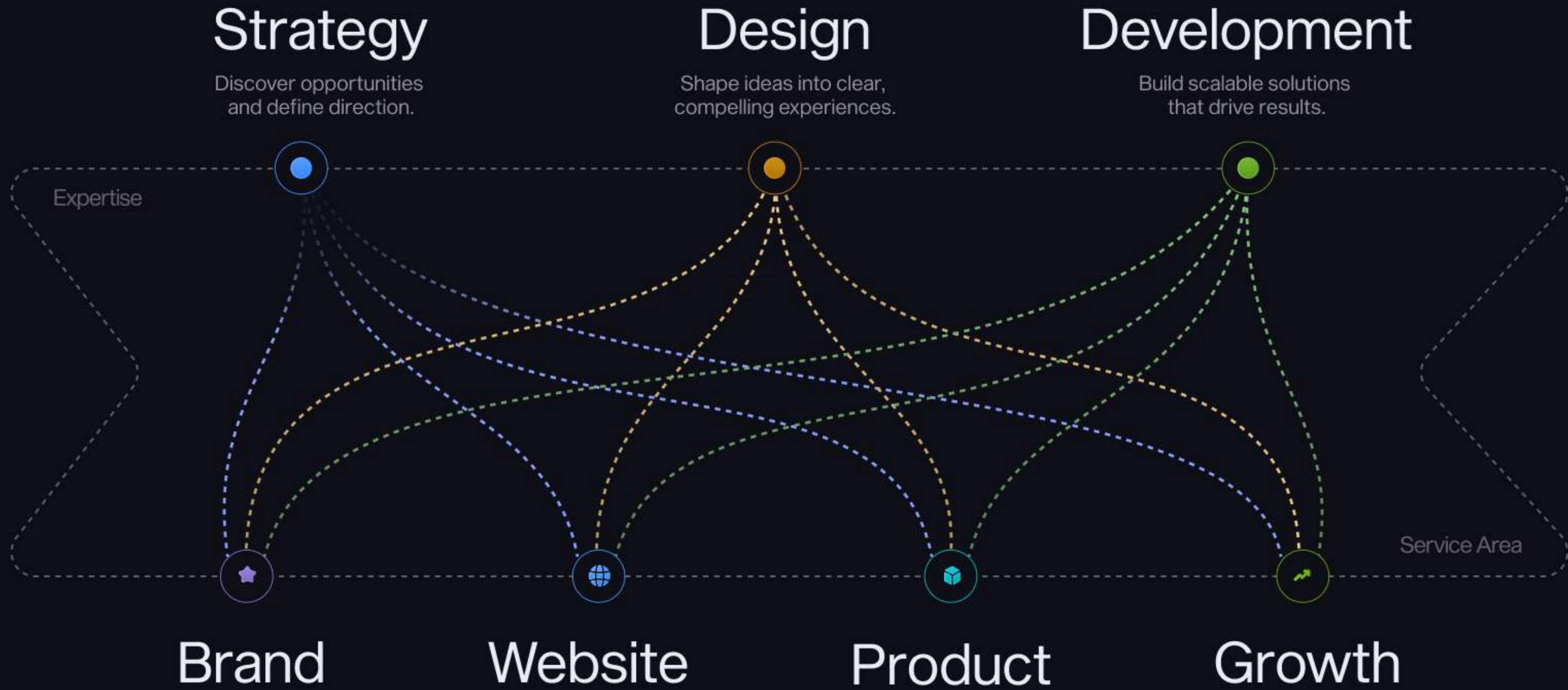


We are a full-cycle partner, helping businesses and people navigate, build, and grow in the digital world.





# System that aligns expertise, execution, and outcomes





# Cross-functional capabilities built for scalable execution

## Strategy

- 01 User Experience Research
- 02 Market & Competitor Analysis
- 03 Workshop & Facilitation
- 04 Product Positioning
- 05 Go-to-Market Strategy
- 06 MVP Planning
- 07 Launch Roadmap
- 08 Business Model Design
- 09 Brand Architecture

## Branding

- 01 Visual Identity System
- 02 Logo Design
- 03 Brand Guidelines
- 04 Marketing Material
- 05 Illustration System
- 06 Mascot Design
- 07 Campaign Design
- 08 Motion Design
- 09 Social Media Kit

## Website

- 01 Competitive Analysis
- 02 Sitemap & Information
- 03 Website Interface Design
- 04 Section Library & Pattern
- 05 Web Copy & UX Writing
- 06 UX Audit
- 07 CMS setup
- 08 Conversion Strategy Setup
- 09 Design System

## Marketing

- 01 Motion Graphics
- 02 Product Videos
- 03 2D & 3D Animation
- 04 Content Marketing
- 05 Creative Direction
- 06 Reels & Shorts
- 07 AI Video Production
- 08 Ad Creatives
- 09 UI Motion Design

## Product

- 01 Product Discovery
- 02 User Journey Mapping
- 03 Feature Prioritization
- 04 Wireframing
- 05 Prototype Design
- 06 Usability Testing
- 07 Product Analytics
- 08 Design QA
- 09 Product Optimization

## Development

- 01 Frontend Development
- 02 Backend Development
- 03 Web App Development
- 04 Mobile App Development
- 05 API Integration
- 06 CMS Development
- 07 Performance Optimization
- 08 QA & Testing
- 09 Technical Support

## Growth

- 01 SEO
- 02 AEO
- 03 Social Media
- 04 Content Marketing
- 05 Paid Media
- 06 Conversion Optimization
- 07 Email Marketing
- 08 Analytics & Reporting
- 09 Growth Strategy



# Our Standard Workflow

We bring strategy, design, and technology together from day one to help teams build better products, faster.

01



## Scoping & Agreement

We define goals, timelines, and expectations before work begins.

02



## Discovery & Strategy

We learn about your users, business, and goals to create a clear plan.

03



## Design & Development

Systems, prototypes, and design-development workflows operate in a continuous loop.

04



## Launch & Handover

Handover, documentation, and asset structures built for scale.

05



## Evaluation & Next Steps

Feedback, optimization, and iteration after launch.



# Solopreneurs to enterprises. Every scale, same care.



Real Estate



Fintech and Finance



Healthcare



Artificial Intelligence (AI)



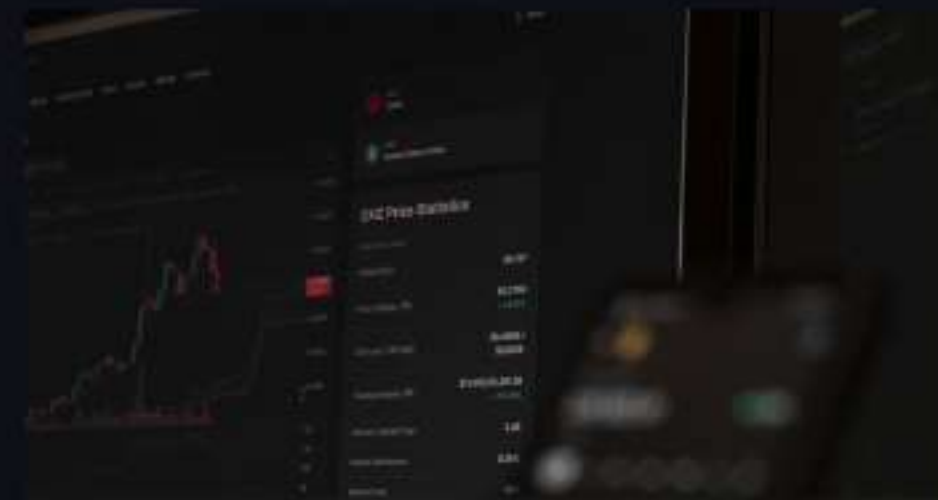
EdTech



Wellness



Logistic & Supply Chain



ERP & CRM



Cyber Security



Ecommerce

# Projects

# We're Proud of





# Corporate website design for Qatar Museums (QC+)

How we helped

Competitive Analysis

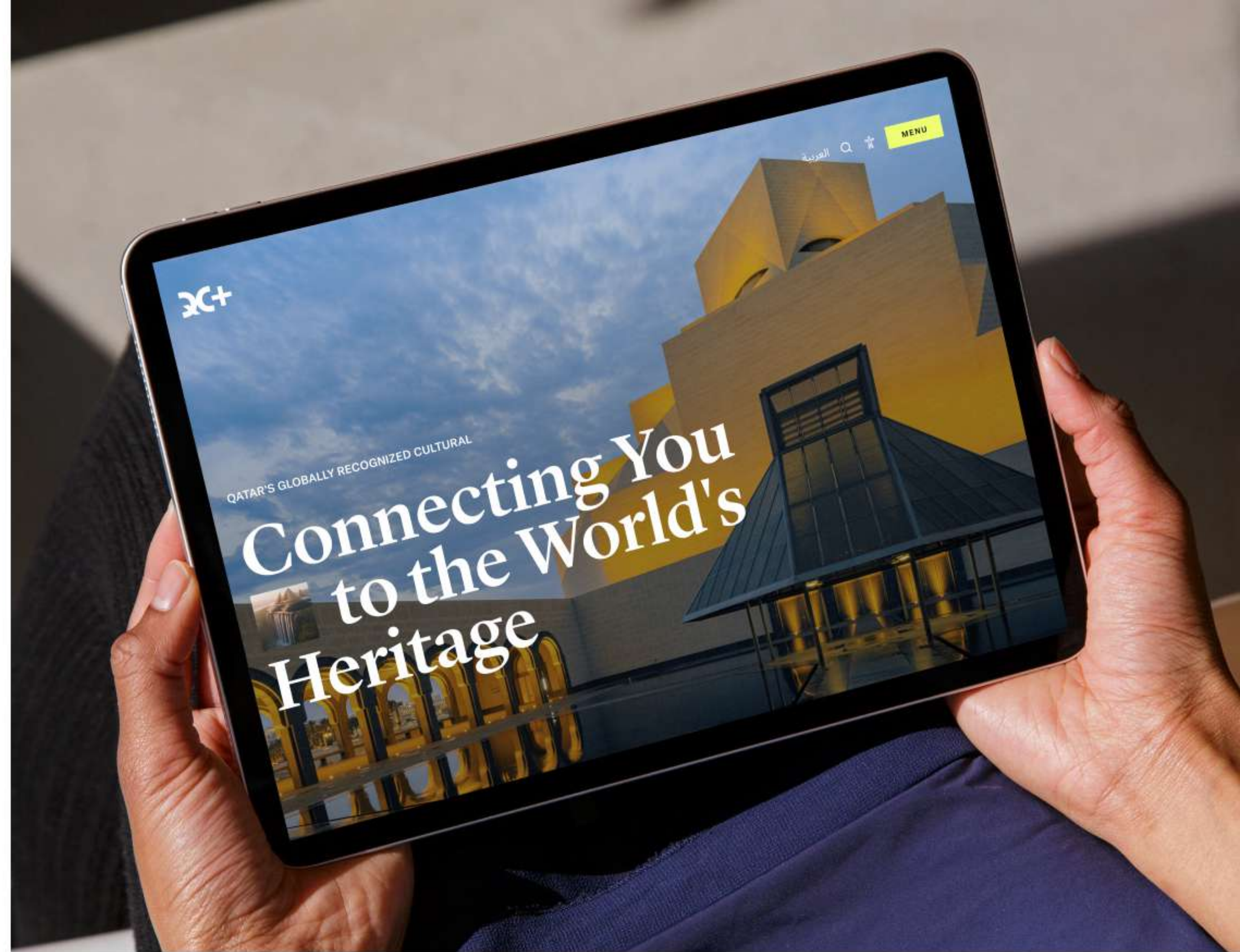
UX Research

UX Audit

Website Interface Design

Sitemap

User Journey Map





**ABOUT QC+**  
**Building On Our Deep Experience Developing Vibrant Cultural.**

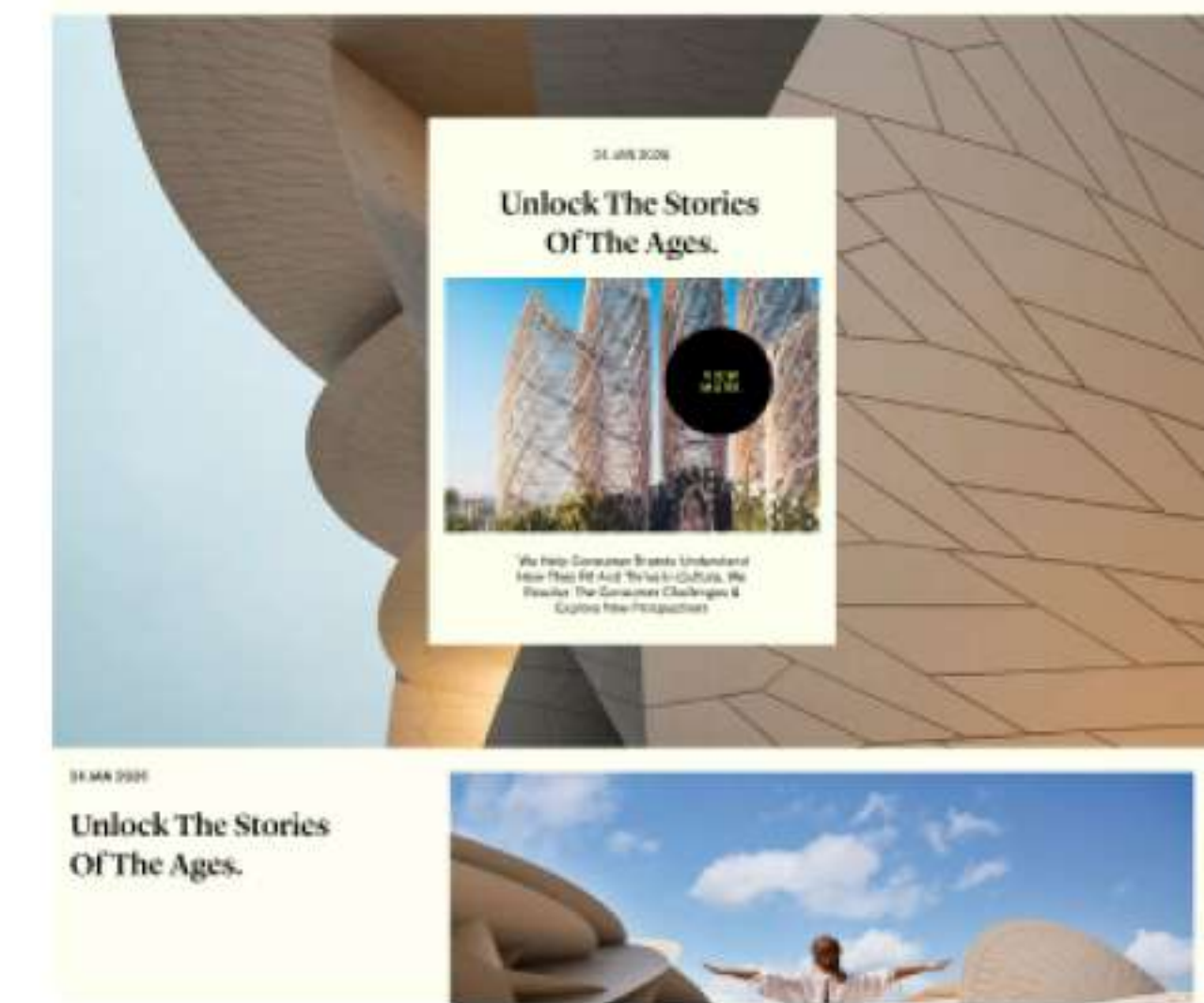
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**QC+ IN NUMBERS**

<b>25,6</b> <small>Learn More About Our Services</small>	<b>650</b> <small>Learn More About Our Services</small>
<b>700</b> <small>Learn More About Our Services</small>	<b>340</b> <small>Learn More About Our Services</small>

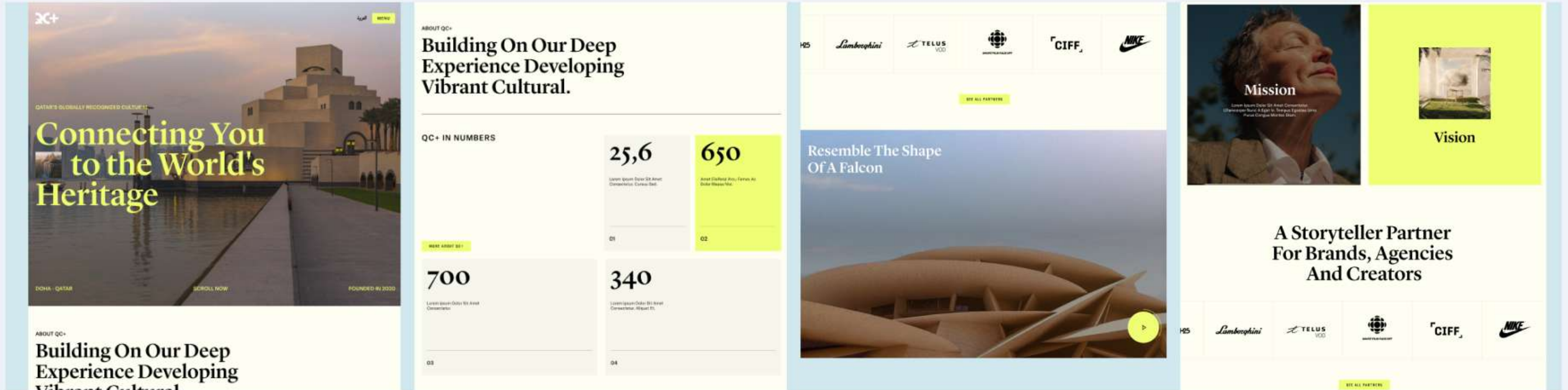


Our Stories + Our Stories + Our Stories





As Qatar Museums evolved into QC+, it needed a website that reflected its new vision. We designed a modern digital experience that brings together culture, creativity, and accessibility for a global audience.



## Challenge

QC+ had outgrown its existing website. It no longer reflected the organization's new identity, made it difficult to showcase its cultural initiatives, and lacked the engaging experience visitors expected.

## Solution

We redesigned the website to align with the new QC+ brand and create a more engaging digital experience. The new platform improves navigation, highlights key cultural initiatives, and uses a refreshed visual identity to better connect with audiences around the world.





# Inside the Saudi Shopper's Mind: UX Research for a BNPL Fintech ↗

How we helped

Benchmarking

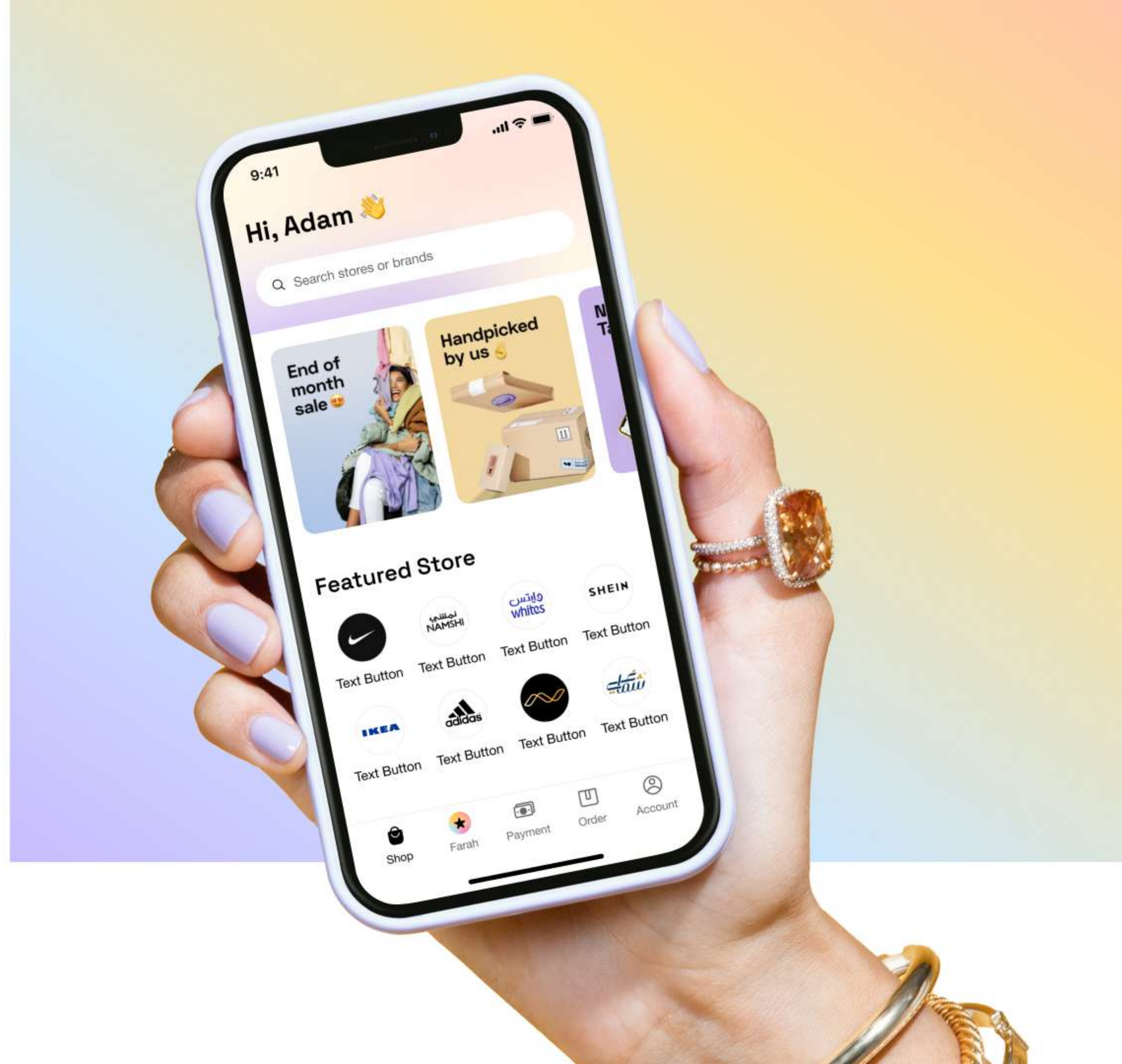
UX Research

App Design System

Interface Design

Usability Testing

Product Positioning






# tap Checkout

**tamara**

**Choose plan**

**Pay In Full** 2% Cashback  
One payment of total amount

**Split in 3**  
3 Payments of SAR 100 / Month

 **Mastercard** \*\*\*\* 2345 [Change](#)

Pay today **SAR 300.00**


**Pay**

**tamara**


**Choose plan**

**Pay In Full** 2% Cashback  
One payment of total amount

**Split in 3**  
3 Payments of SAR 100 / Month

 **Mastercard** \*\*\*\* 2345 [Change](#)

Pay today **SAR 300.00**


 **Confirmation in progress**  
Expires in 5:00

**tamara**


**Choose plan**

**Pay In Full** 2% Cashback  
One payment of total amount

**Split in 3**  
3 Payments of SAR 100 / Month

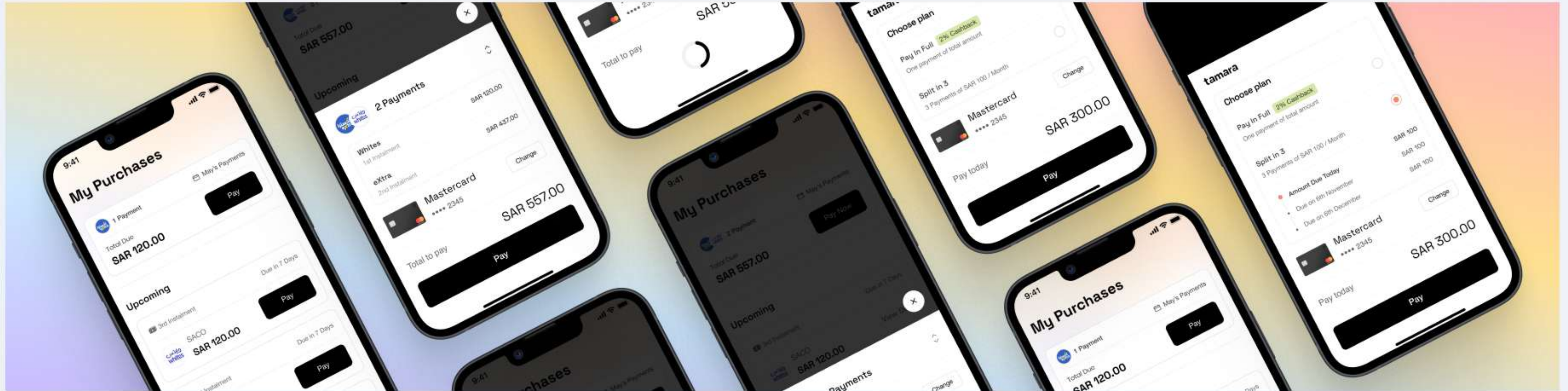
 **Mastercard** \*\*\*\* 2345 [Change](#)

Pay today **SAR 300.00**

 **Payment success**  
You will redirect to merchant in 4



We worked with Tamara to create a smoother mobile checkout experience that helps customers buy with confidence and less friction.



## Challenge

Customers had to go through too many steps to complete a purchase. The experience felt slow and complicated, leading to frustration and drop-offs during checkout.

## Solution

We redesigned the checkout experience to remove unnecessary steps and make purchasing faster. A cleaner interface and one-tap checkout helped create a smoother experience for customers.





# Dashboard Design for Hajj Pilgrim Management

How we helped

UI/UX Redesign

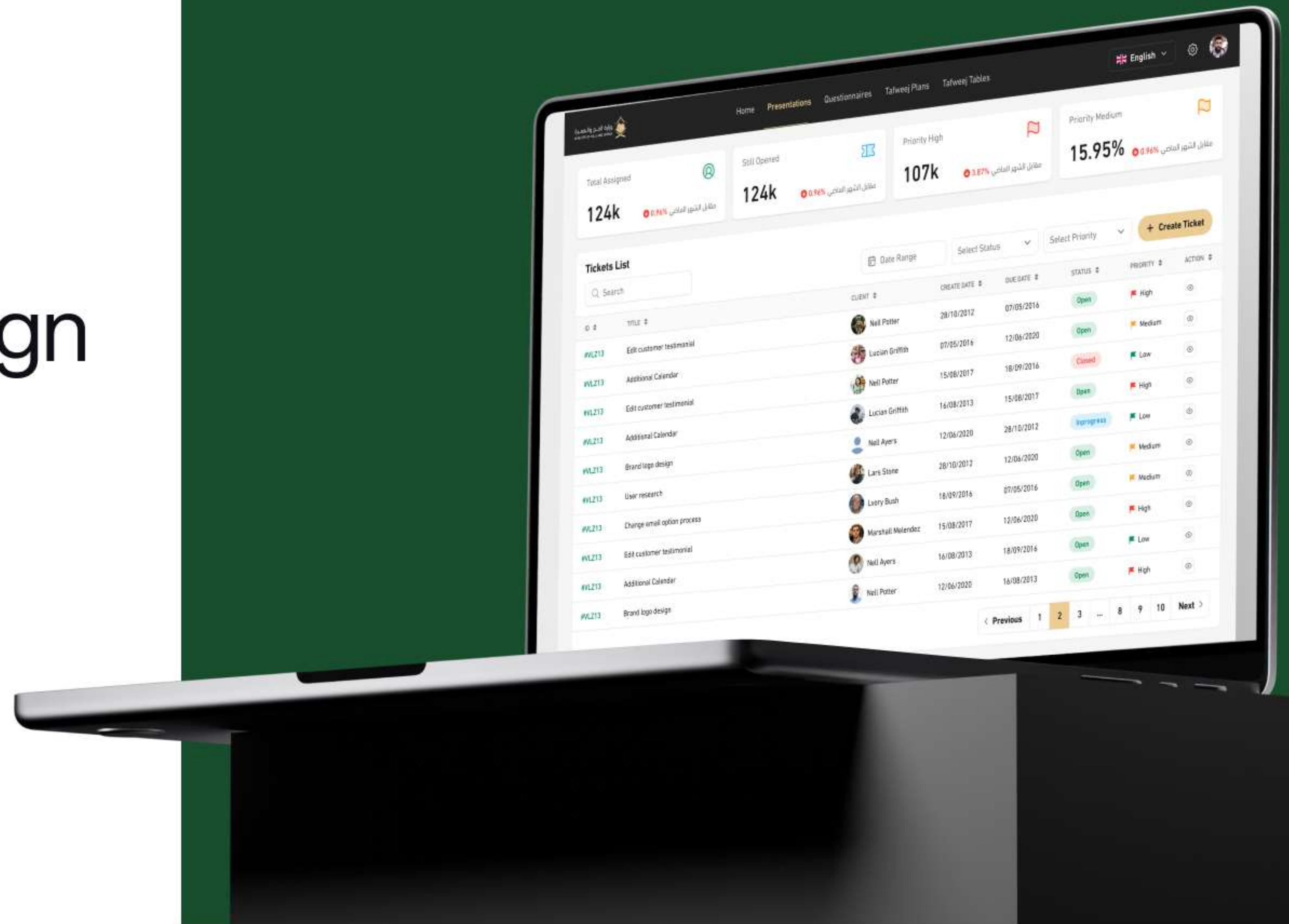
UX Research

Design System

SaaS Interface Design

Competitive Analysis

User Journey Map



Account profile page for a user named 'محمد العبدوي' (Mohammed Abdou). It includes a profile picture, a header with navigation links, and two main sections: 'المعلومات الشخصية' (Personal Information) and 'تسجيل الدخول والأمن' (Login and Security). The personal information section contains fields for name, phone number, and email. The security section contains fields for password and a 'تسجيل كلمة المرور' (Register Password) button.

Dashboard for the 'Plot booking system'. It features a map showing plot availability (Unavailable, Available, Already Booked) and a summary of booking statistics: Total no. of pilgrims (5,100), No. of pilgrims booked (2,200), Remaining pilgrims (4,400), and No. of camps (2,750). A 'Plot booked' count is shown as 9,745. A 'Plot List' table shows details for plots 44-4 and 10/020.

Dashboard for the 'Tickets List'. It displays a summary of ticket status: Total Assigned (124k), Still Open (124k), Priority High (107k), and Priority Medium (15.95%). A table lists tickets with columns for ID, Title, Client, Create Date, Due Date, Status, Priority, and Action. A '+ Create Ticket' button is visible.

Summary dashboard for the 'Plot booking system'. It shows 'Total number of pilgrims' (2,000), 'Number of pilgrims booked' (1,082), 'The remaining pilgrims' (541), and 'Plot Booked' (377). A 'Plot List' section shows details for Plot Number 44-2.

Dashboard for the 'نظام حجز قطعة الأرض' (Land Plot Booking System). It displays a grid of statistics: عدد الحجاج المحجوزين (2200), الحجج المسجلين (4400), بقعة الأرض المحجوزة (9,745), عدد الحجج من بين الحجاج (5,100), عدد المسجلات (2750), and بقعة الأرض المحجوزة (6,745). A 'قائمة قطعة الأرض' (Land Plot List) link is at the bottom.

Dashboard for the 'Tickets List' with a 'Create Ticket' modal form open. The modal includes fields for Title, Description, Client Name, Assigned To, Create Date, Due Date, Status, and Priority. It also has an 'Upload File' section for attachments.

Summary dashboard for the 'Plot booking system' showing: Total number of pilgrims (2,000), Number of pilgrims booked (1,082), The remaining pilgrims (541), and Plot Booked (377). A 'Plot List' section shows details for Plot Number 44-2.

Dashboard for the 'Plot booking system' with a 'Camp Filter' modal open. The modal allows filtering by Transportation Type, Chosen Categories, Set Price Range, and Set Capacity Range. The main dashboard shows booking statistics and a 'Plot List' table.

Account profile page for a user, showing 'Personal Information' (Full Name, Phone Number, Mobile Number) and 'Login & Security' (Email 1, Email 2, Password, and a 'RESET PASSWORD' button).

Dashboard for the 'قائمة التذاكر' (Tickets List) with a 'Create Ticket' modal open. The modal includes fields for Title, Description, Client Name, Assigned To, Create Date, Due Date, Status, and Priority. It also has an 'Upload File' section.

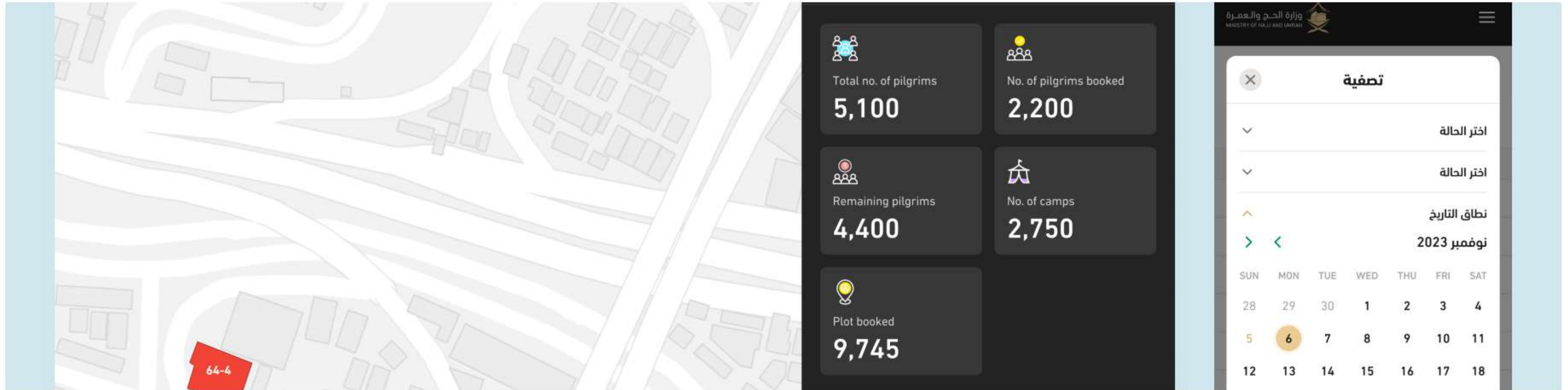
Dashboard for the 'Tickets List' with a 'Create Ticket' modal open. The modal includes fields for Title, Description, Client Name, Assigned To, Create Date, Due Date, Status, and Priority. It also has an 'Upload File' section.

Calendar view for the month of 'نوفمبر 2023' (November 2023). It shows a grid of days with a 'تحديد' (Select) button at the bottom.

Dashboard for the 'Tickets List' with a 'Create Ticket' modal open. The modal includes fields for Title, Description, Client Name, Assigned To, Create Date, Due Date, Status, and Priority. It also has an 'Upload File' section.



During Hajj, millions of Muslims gather in Mecca. The Saudi government plans measures to manage crowds and ensure pilgrim's safety.



## Challenge

With millions of pilgrims attending Hajj each year, managing camps, staff, and resources at scale can be challenging. Existing processes needed a more efficient and connected solution.

## Solution

We designed a digital platform that helps administrators manage camps, track operations, coordinate personnel, and monitor activities in real time. The solution was tailored for different user groups and included accessible interfaces to support efficient decision-making across teams.

# homiberia

## Understanding Homiberia: A Real Estate Platform Reimagined [↗](#)

How we helped

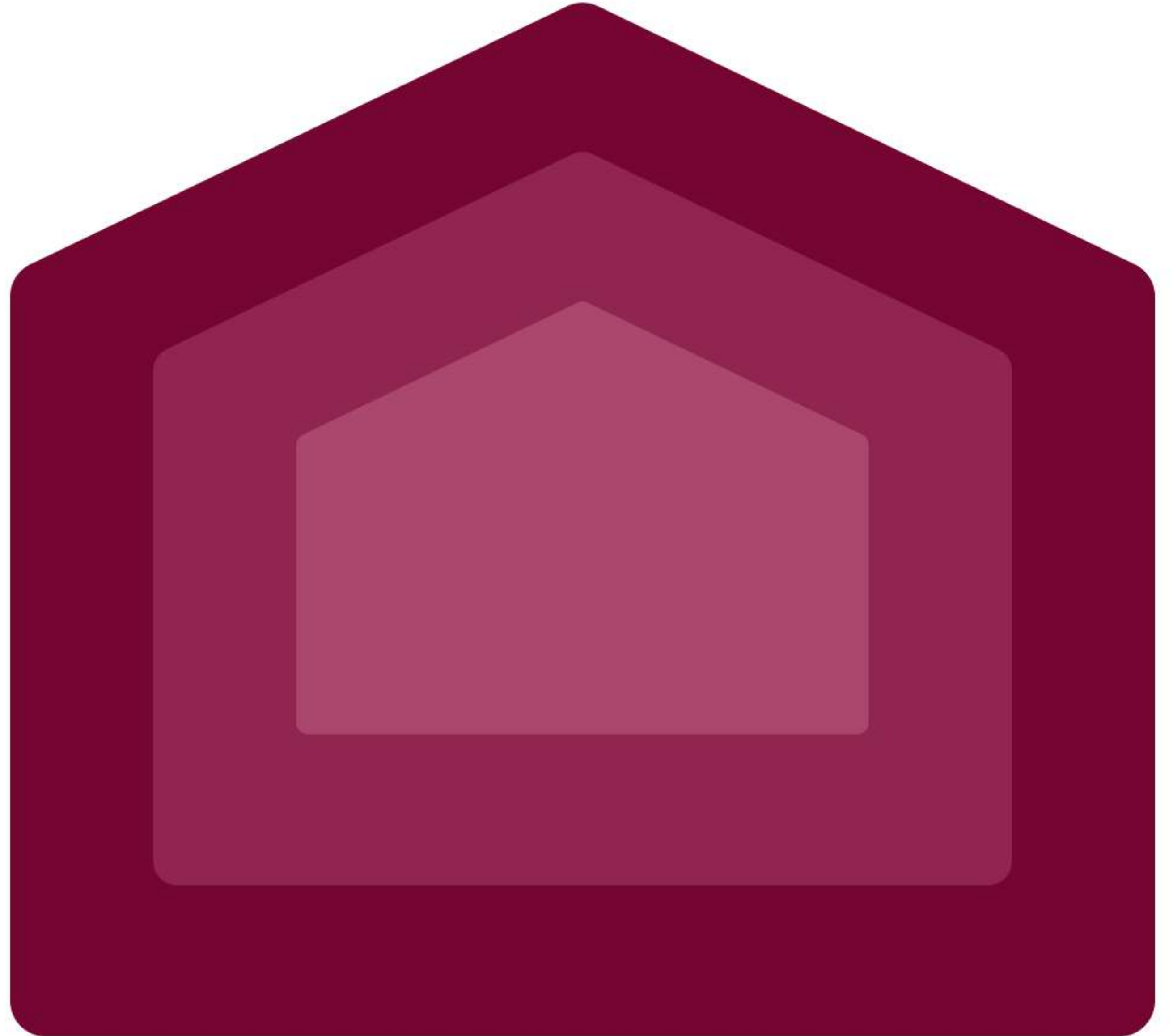
Brand Architecture

Logo Design

Showreel

Brand Guidelines

Campaign Design





The Homi logo, furniture, and home accessories. These hues reflect warmth and authenticity. These hues reflect warmth and authenticity. These hues reflect warmth and authenticity. To maintain brand harmony, always use the logo within this color palette, ensuring consistency and a cohesive look across all applications and platforms.



Homiberia

Brand Guidelines

# Brand Guidelines.

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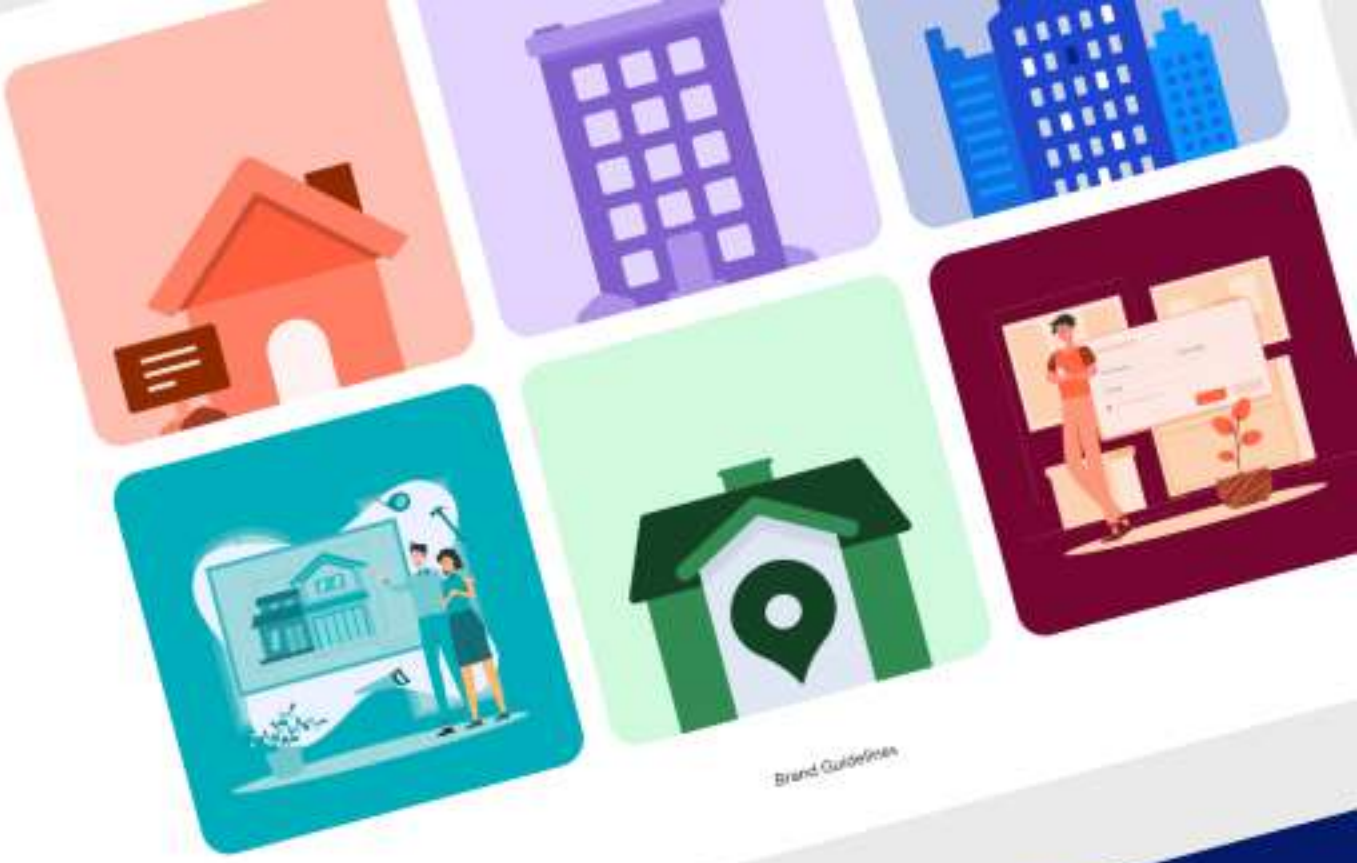


Brand Guidelines

Homiberia

## Illustration Style.

The illustration style for Homiberia is clean, minimalist, and friendly, using soft lines and a harmonious color palette. Illustrations should complement the brand's messaging, providing visual interest without overwhelming the content. Emphasize themes of home, community, and connection, ensuring illustrations align with the overall aesthetic and tone of the brand.



Homiberia

Brand Guidelines

## Clear Spacing.

To maintain visual clarity and impact, always observe the clear spacing guidelines provided. Keeping consistent space around the logo prevents visual clutter and preserves brand integrity, ensuring it remains legible and impactful in all applications. This spacing reinforces a clean, professional presentation across platforms.



Brand Guidelines

Homiberia

## Brand Pattern.

Homiberia's brand pattern consists of geometric shapes and soft curves inspired by architectural elements and home designs. These patterns can be used as backgrounds or accents, adding depth and visual interest to materials. Ensure patterns are subtle and align with the color palette, enhancing the overall brand identity without distraction.



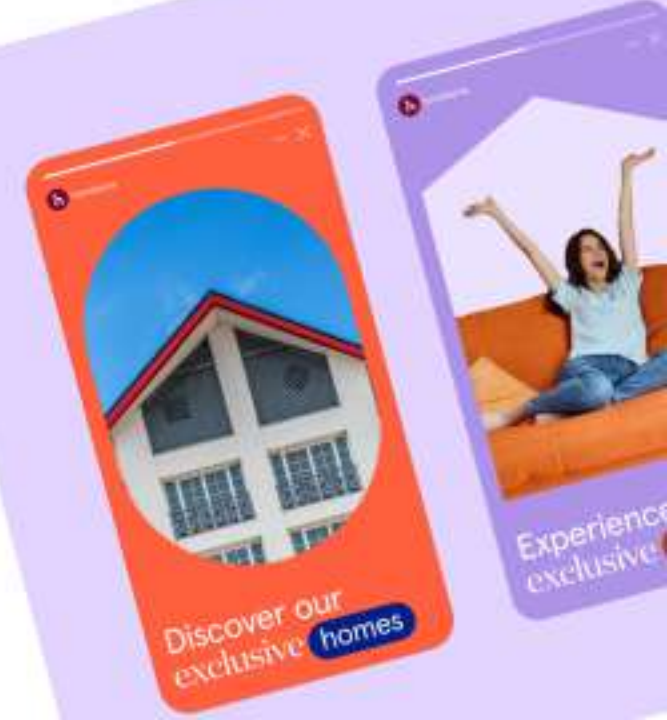
Brand Guidelines

Homiberia

25

## Social Stories.

Homiberia's social stories utilize dynamic visuals and brand elements to create engaging content. Each story maintains consistency with the brand's color palette and typography, ensuring a cohesive narrative. This approach fosters connection with the audience, highlighting key information and brand personality.



Discover our exclusive homes

Experience exclusive

## Logo Guide

Homiberia



# Building the Rally Brand: A Social Sports Community Reimagined

How we helped

Brand Architecture

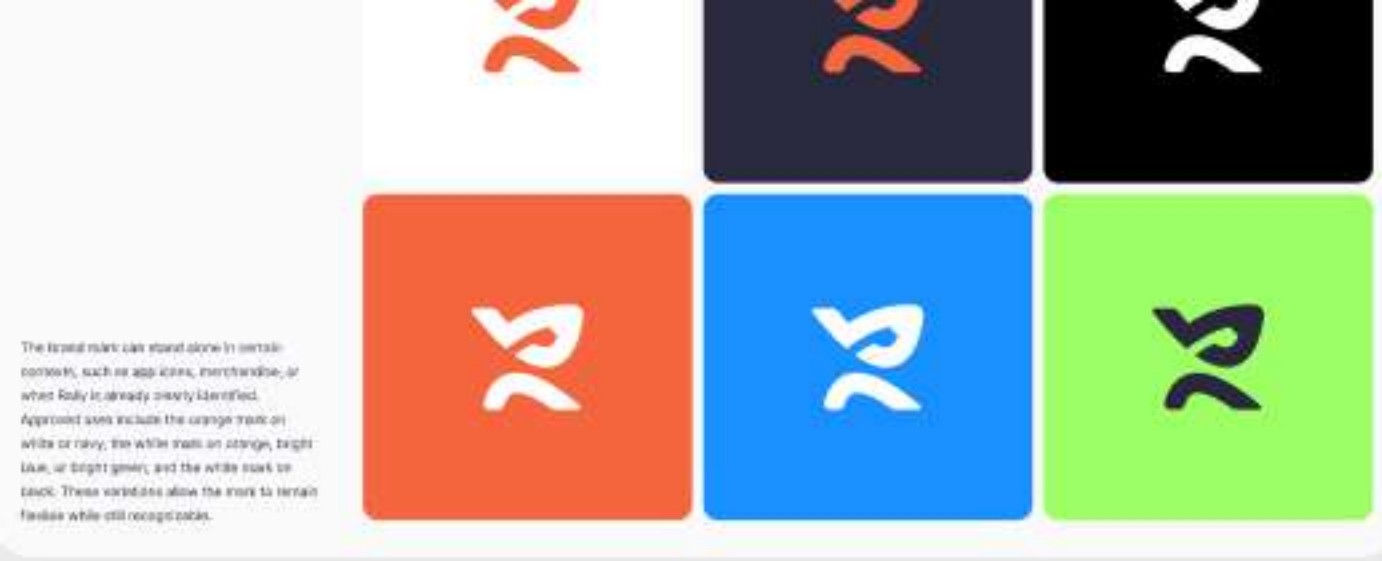
Branding Strategy

Marketing Material

Campaign Design

Guideline

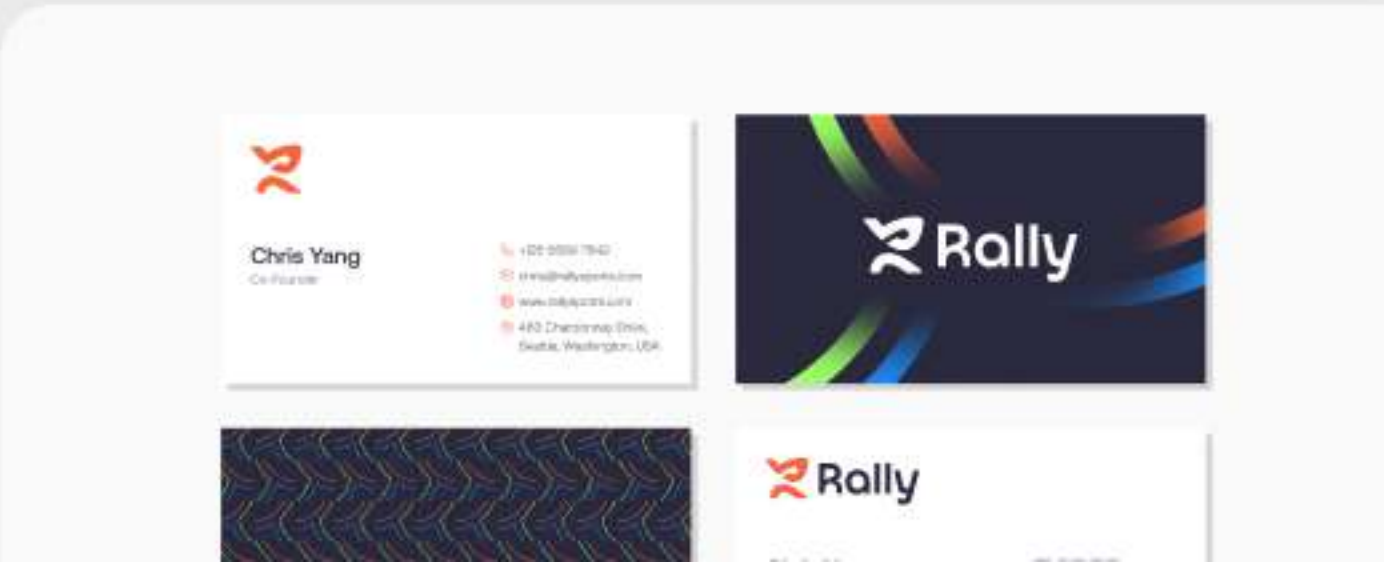
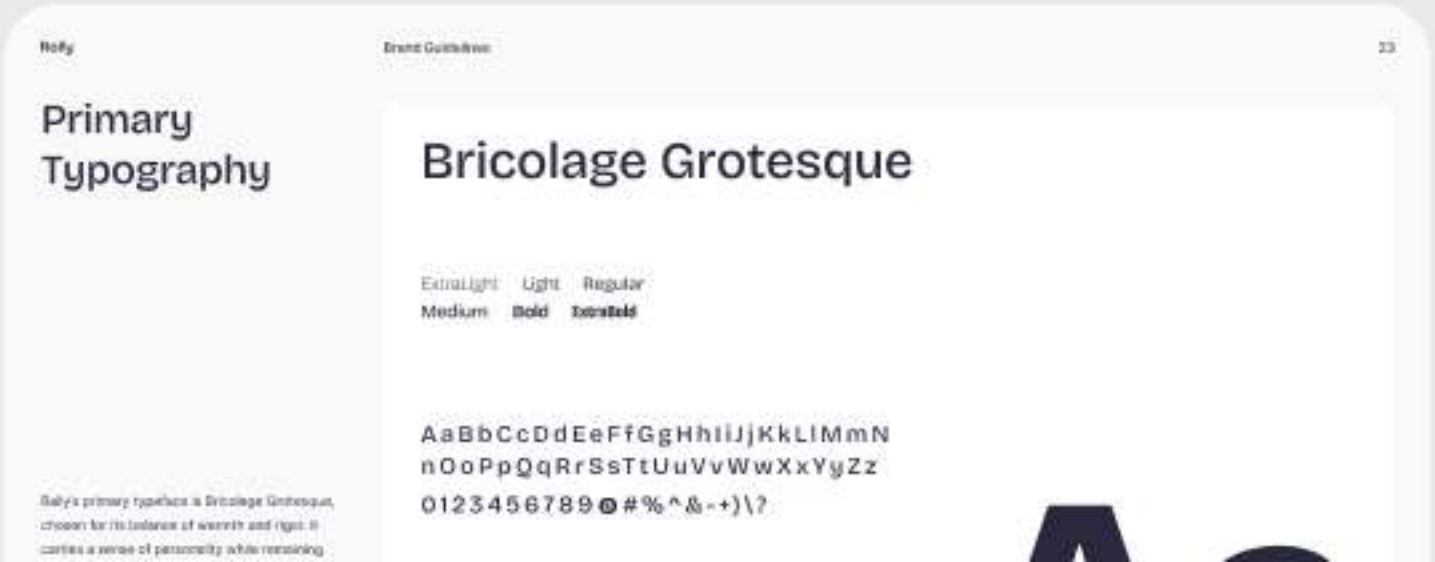
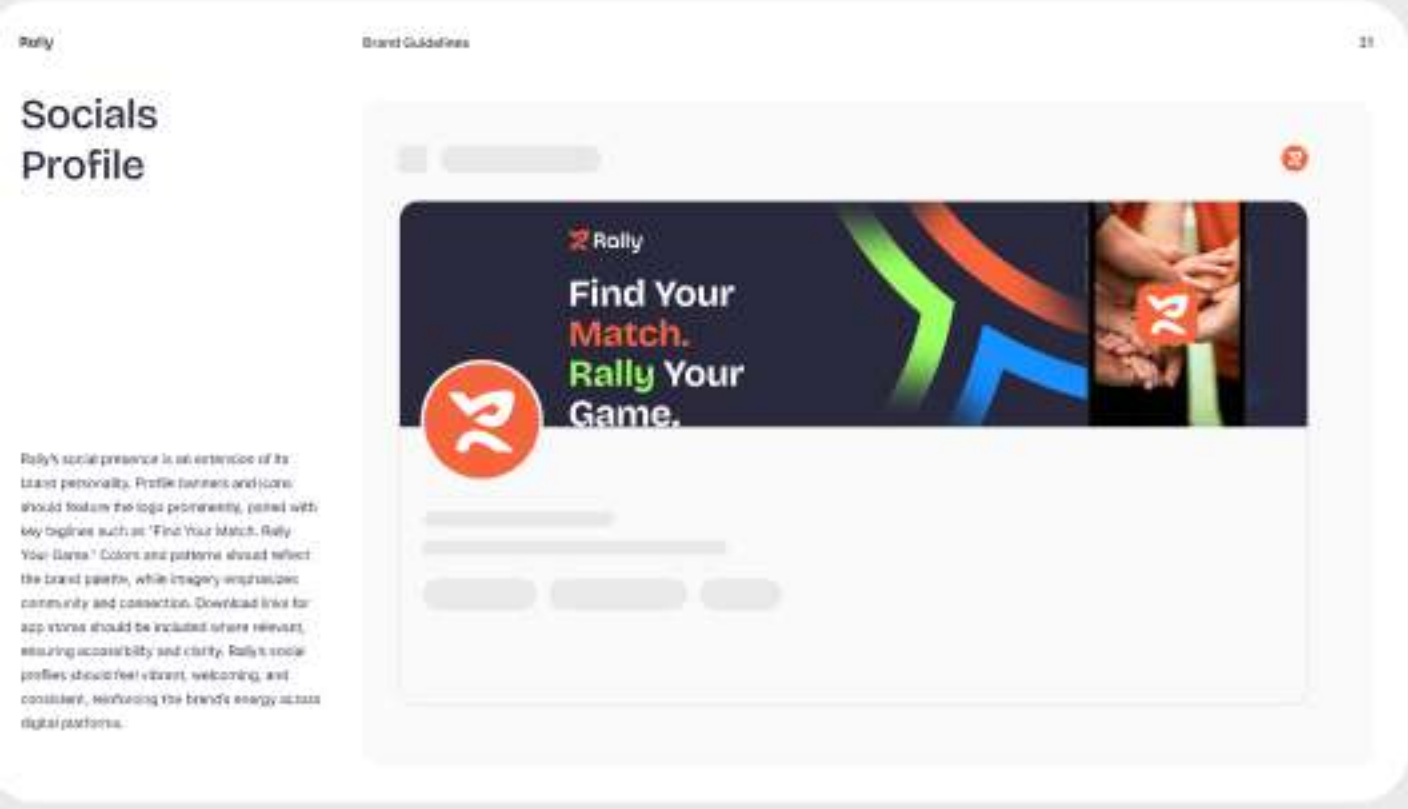
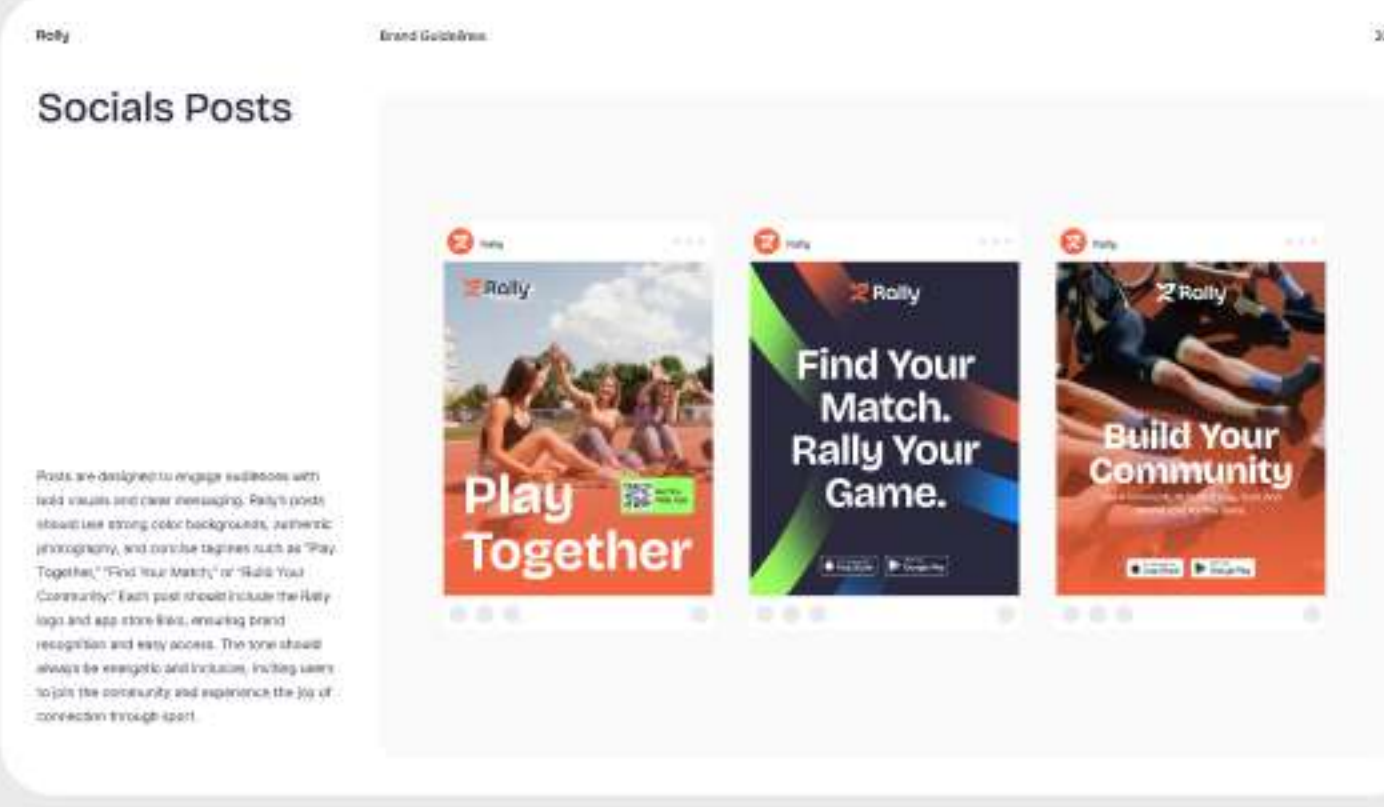
Visual Identity System



The Rally logo is the cornerstone of our identity. It is made up of two parts: the brand mark, an abstract orange symbol that represents energy, motion, and connection, and the wordmark, the bold sans-serif "Rally." Together they form a modern, confident expression of who we are. The logo should always be used in its full form unless the brand mark alone is specified. It must never be altered, distorted, repositioned outside of approved variations, or placed on backgrounds that compromise legibility.



An extended palette of shades provides depth and versatility. It includes variations of gray, red, peach, blue-gray, blue, green, navy, orange, and dark gray. Lighter shades are best suited for backgrounds, while darker shades provide emphasis and are best for text. All applications should maintain accessibility standards to ensure readability and inclusivity.





# Building Revival Point: Supporting Women's Wellness Through Every Life Stage

## How we helped

Brand Architecture

UX Research

Design System

Logo Design

Usability Testing

User Journey Map





# Featured

# R&D Projects



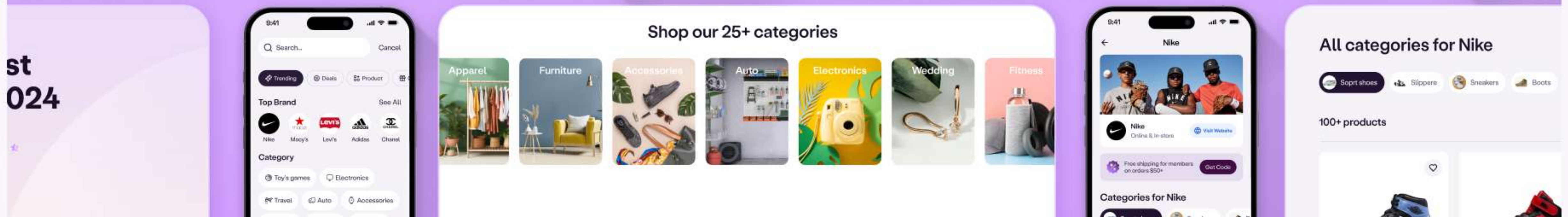
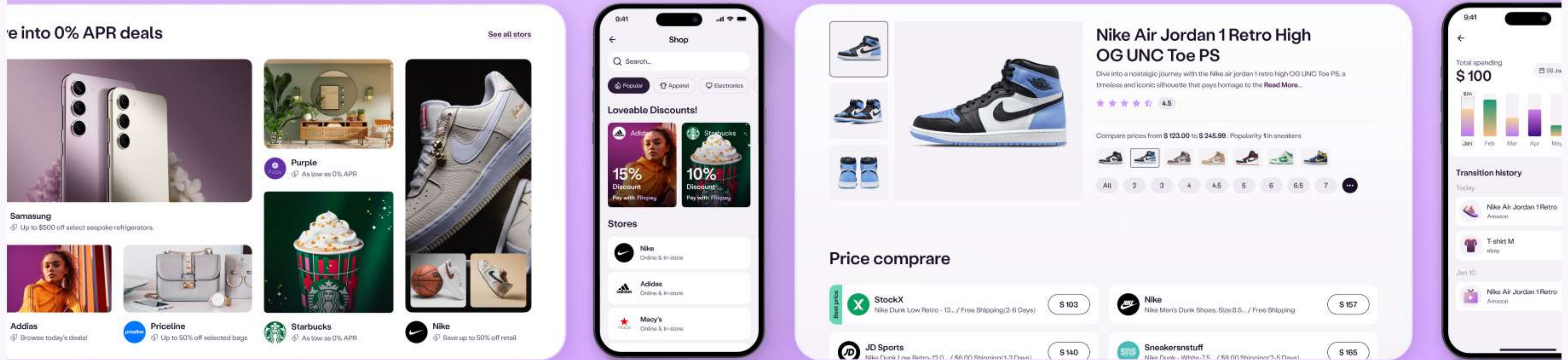
# Continuous **innovation** keeps our workflows **future-ready**

We continuously test new ideas, tools, and processes to help our teams work smarter and deliver better results for our clients.

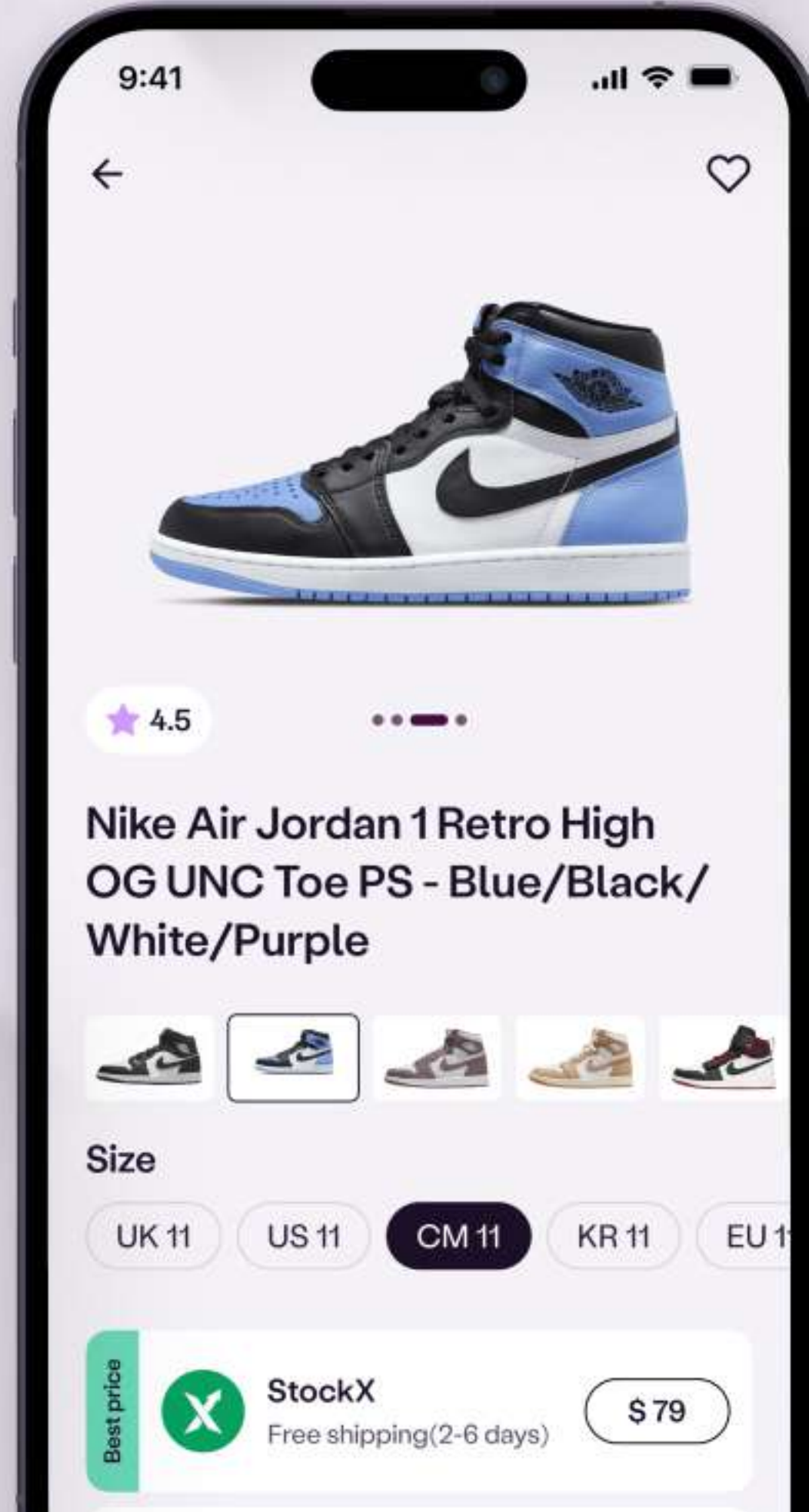
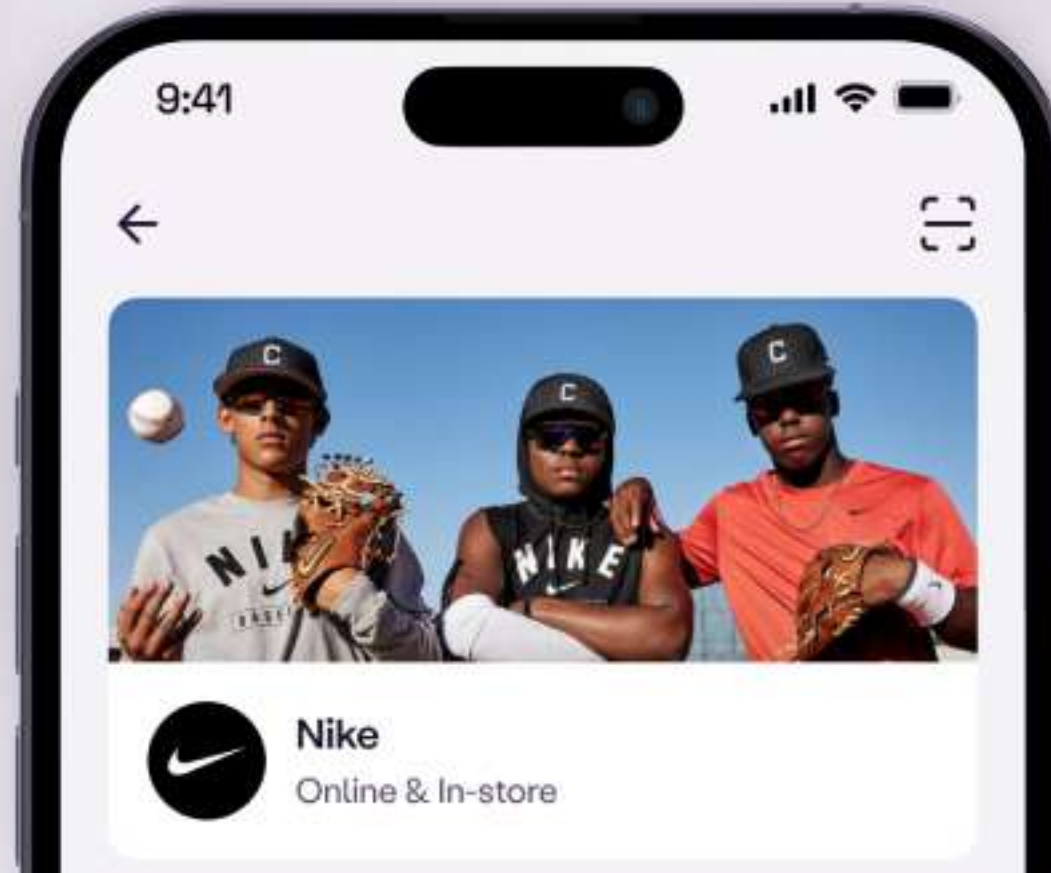
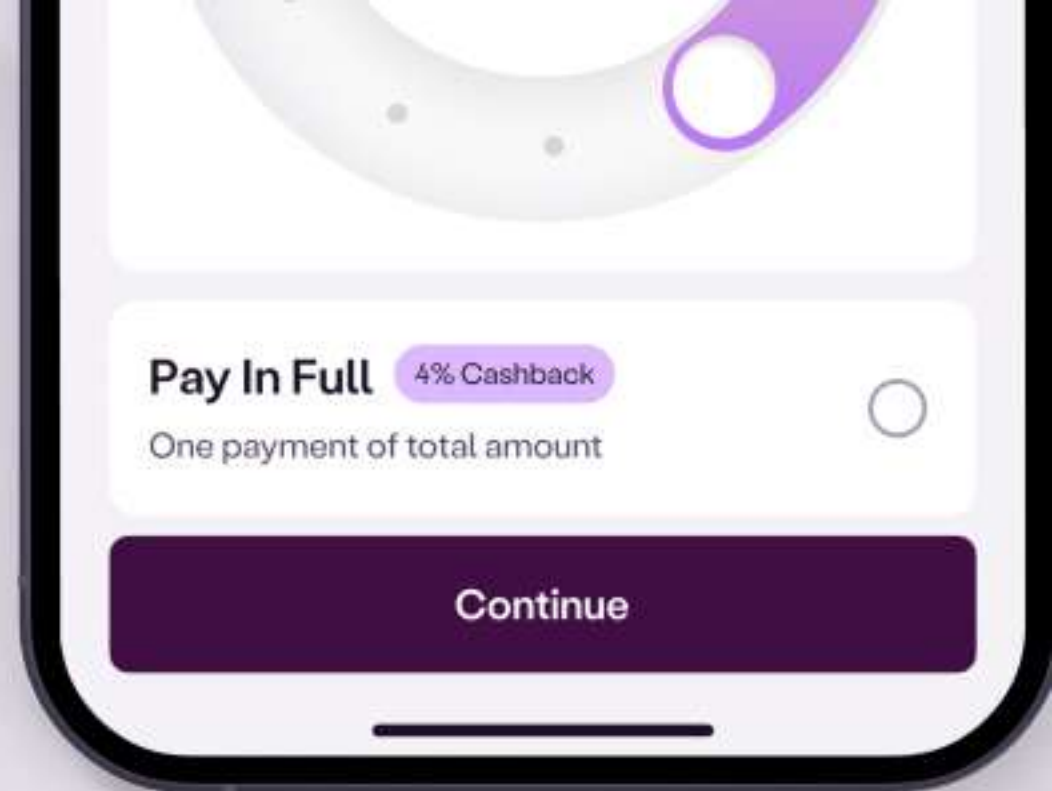
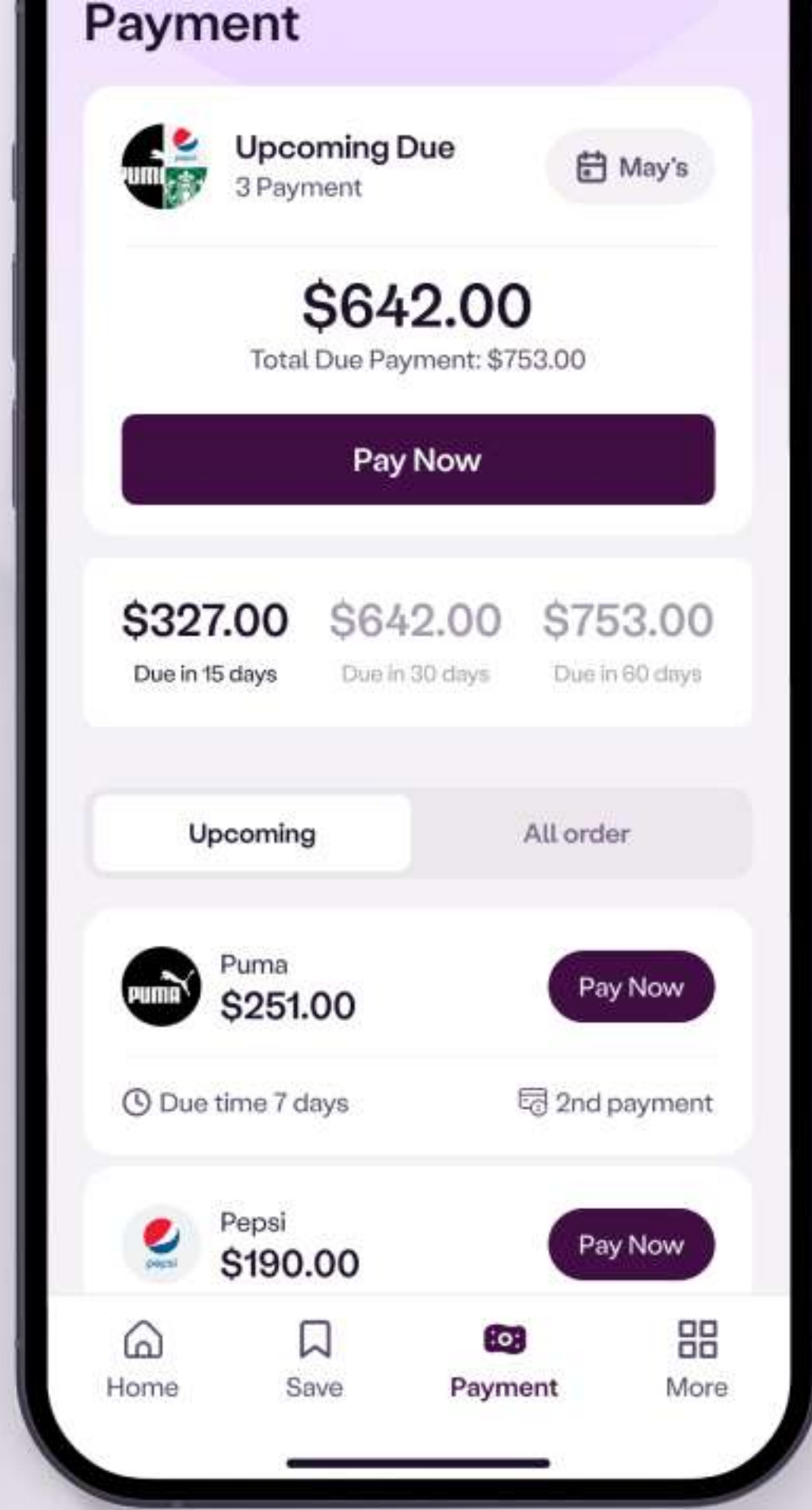
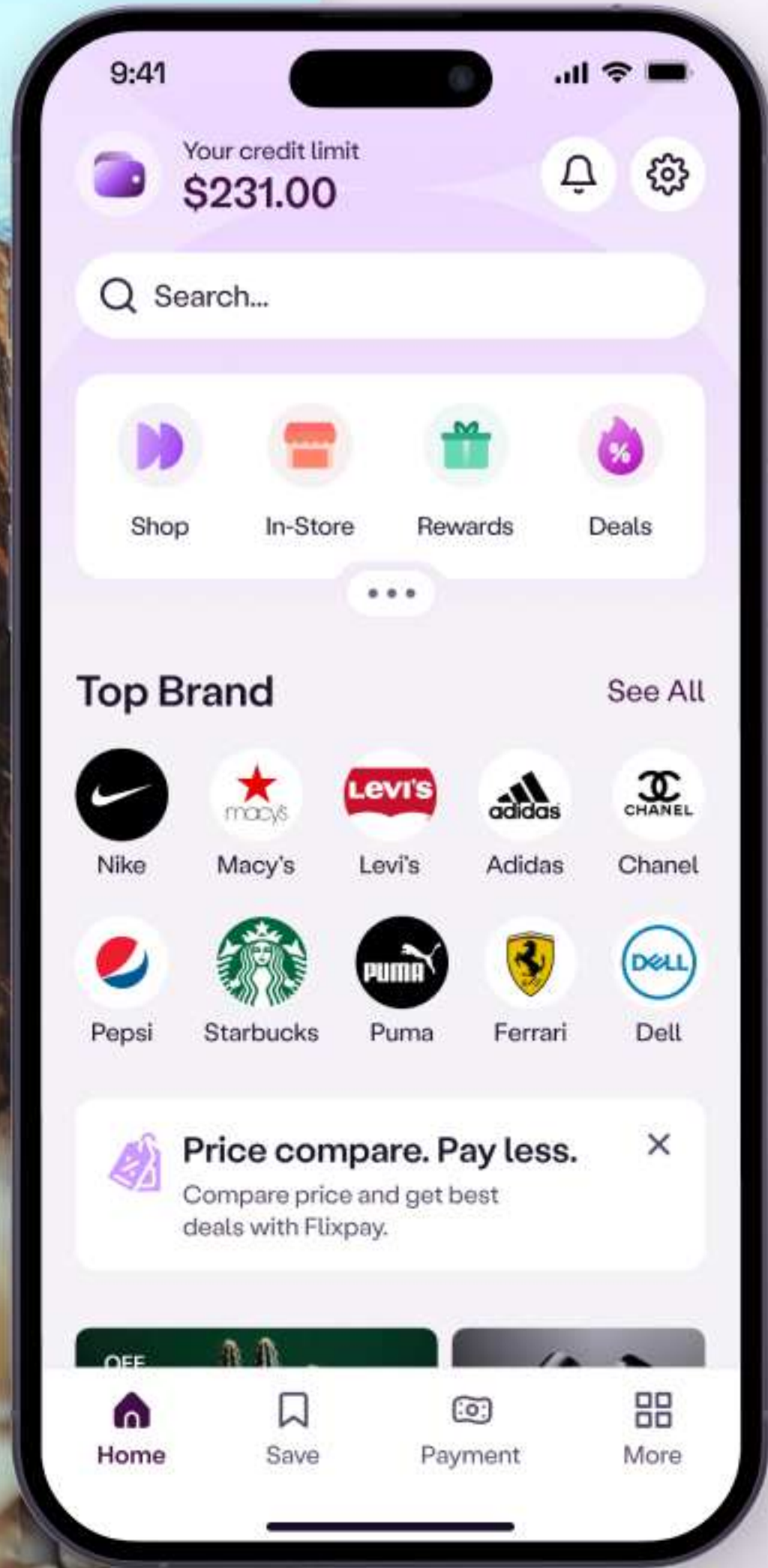
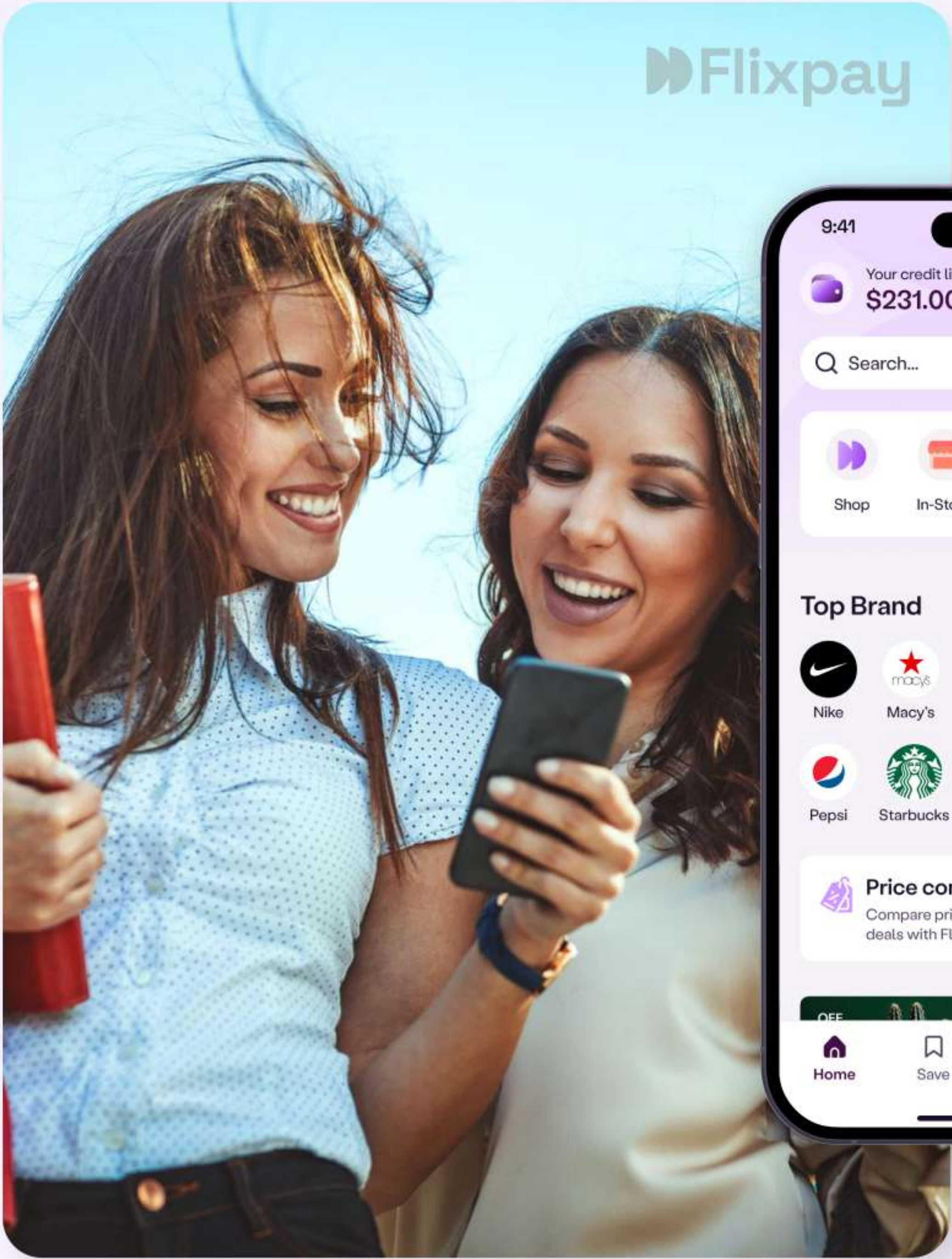


Explore our R&D projects: [Dribbble](#)  [Behance](#) 

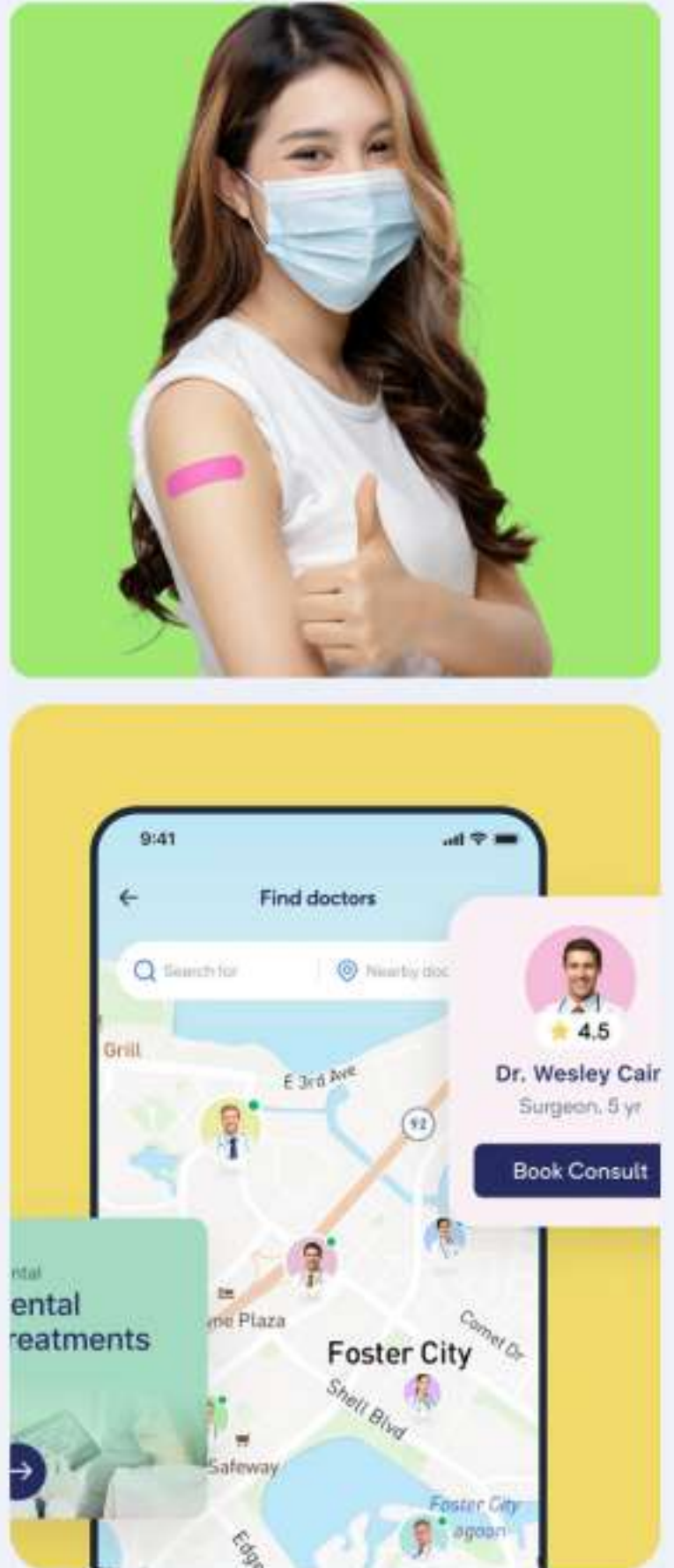
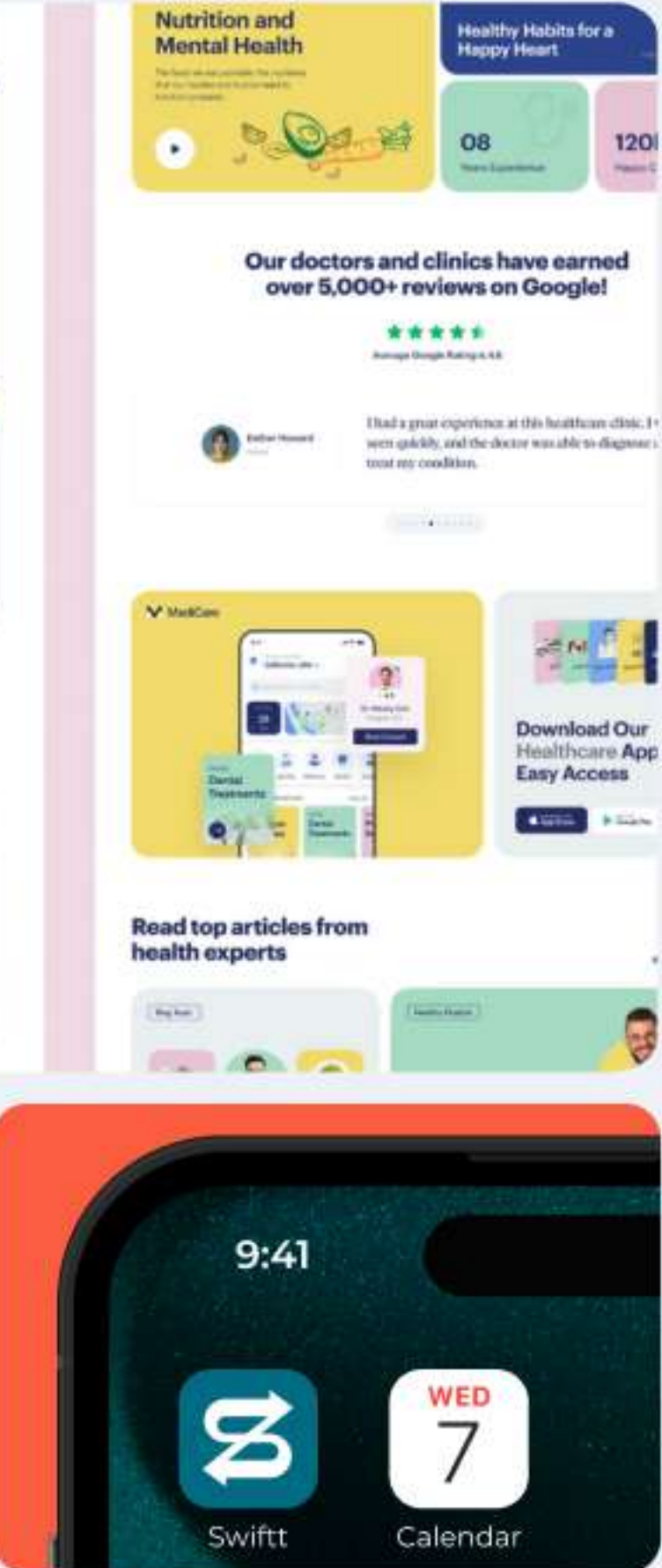
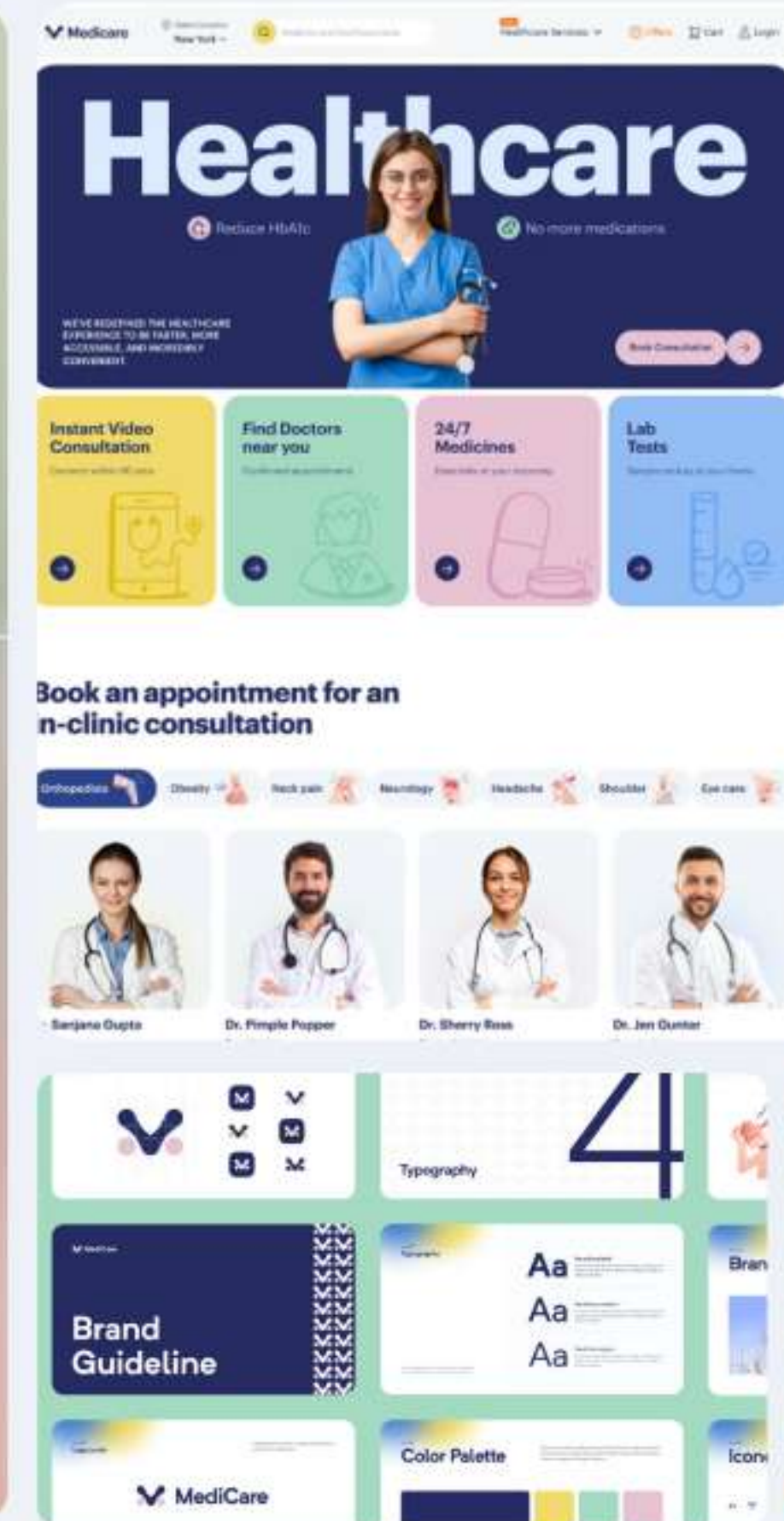
# Designing a Next-Gen BNPL Platform



Flixpay



# Designing Medicare: A Future-Ready AI Healthcare Experience



Women's regular health checkup

BOOK NOW →

10% Discount



Family body checkup package  
Now at \$199

Full body checkup with cancer Free home service pickup

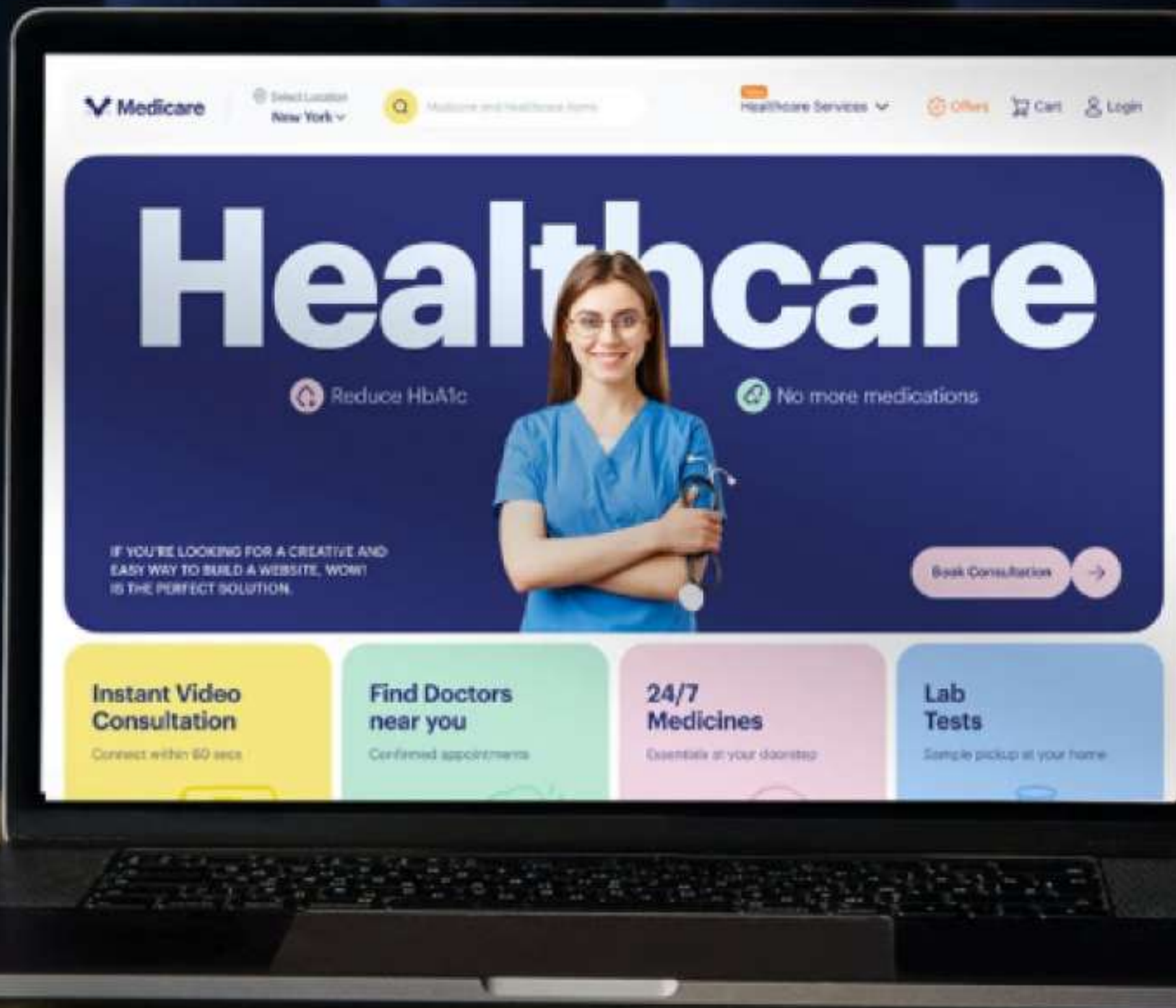
Book now →



"I recently had the pleasure of receiving care at your healthcare facility and I must say, I am thoroughly impressed."

Bornali Khan

Review on Truspilot



Typography



Graphik

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z

Sample Collection

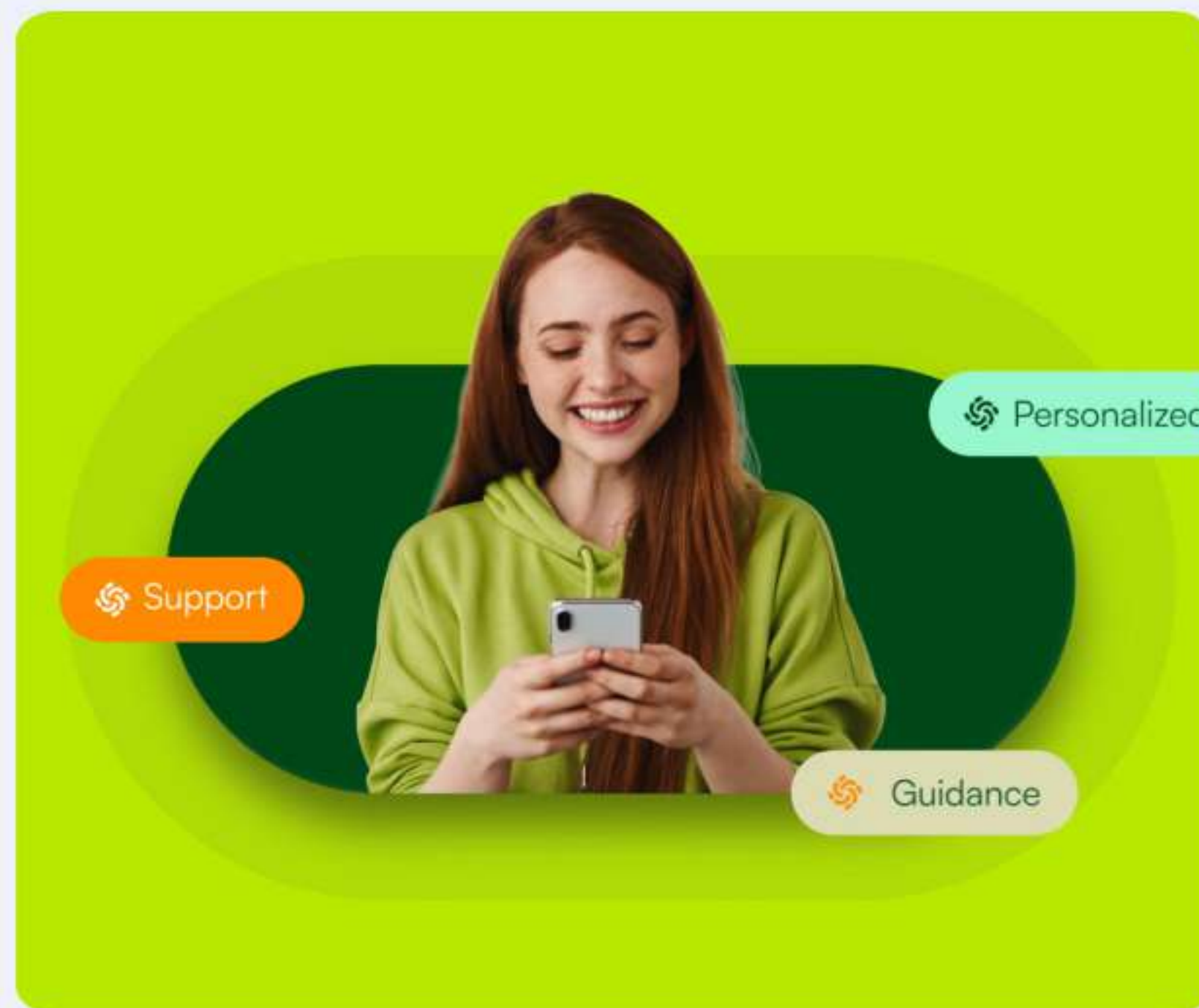
Health Test at your home

# Designing Electra: A Smarter Future for Electric Mobility

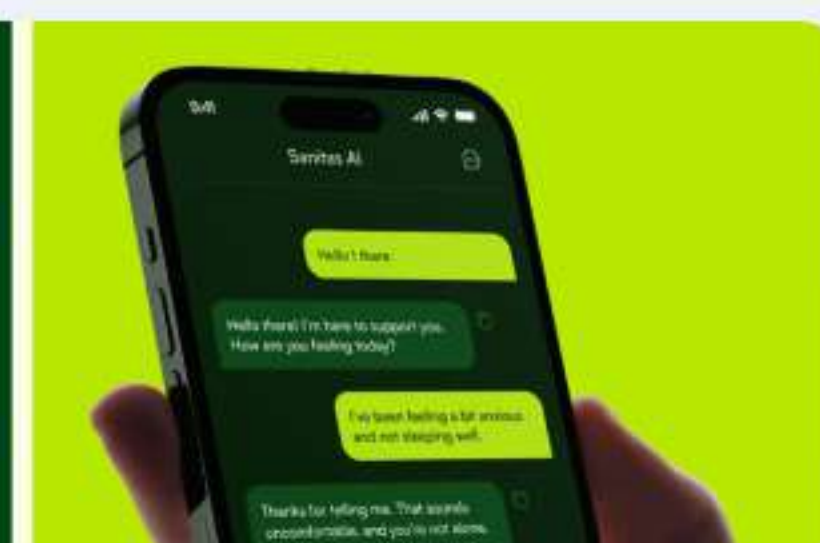




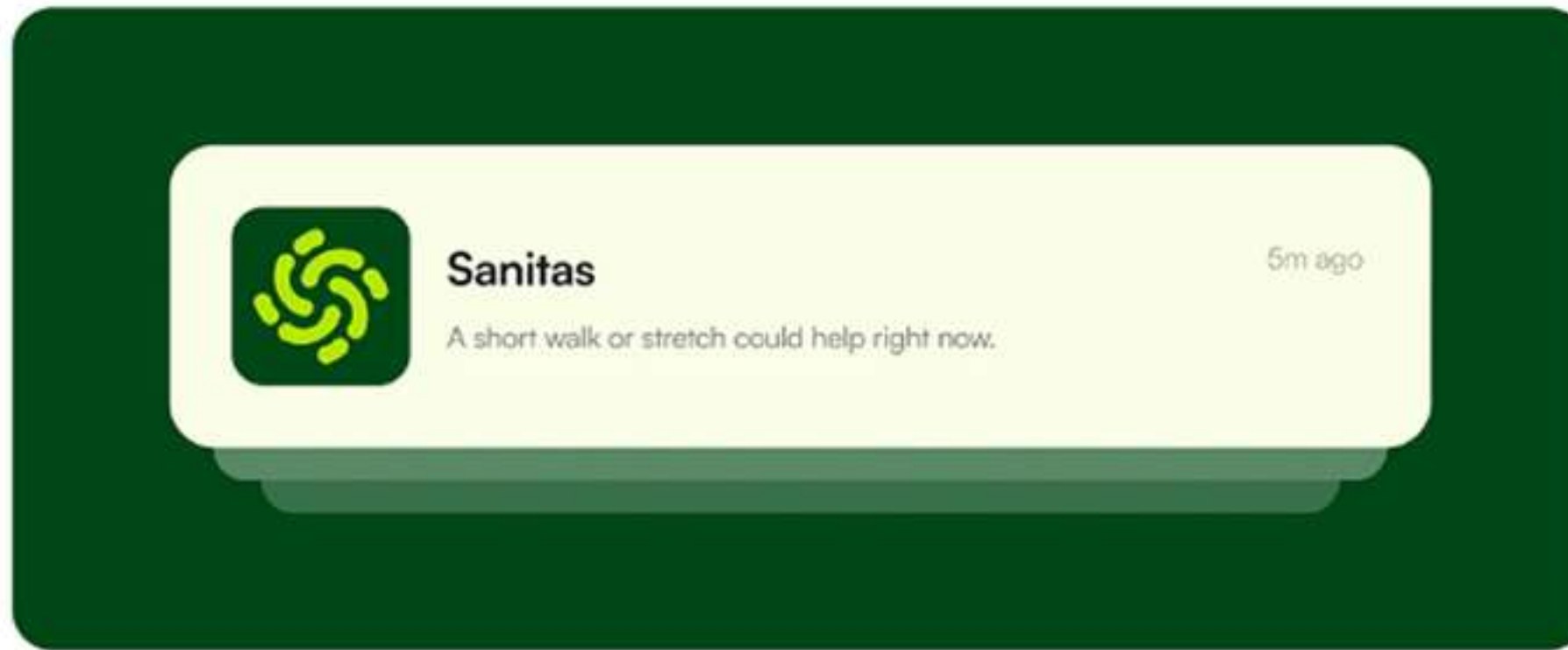
# Designing a More Connected Healthcare Experience with Sanitas



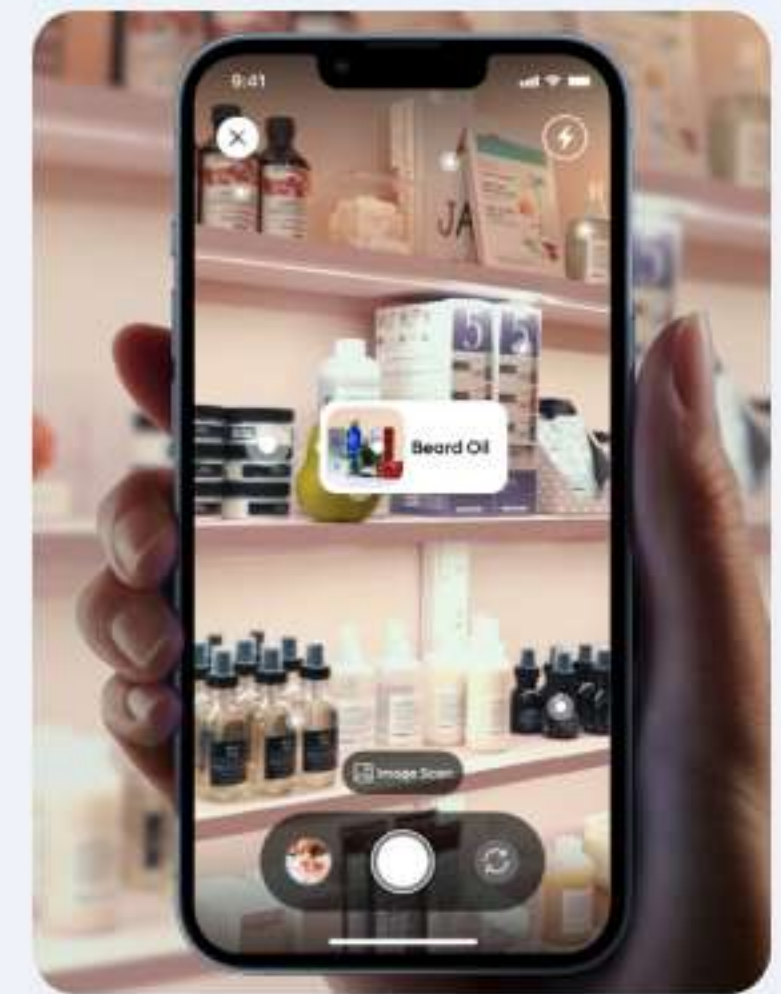
Healthcare  
Guidance,  
Anytime You  
Need It



# Wellness, Powered by AI.



Our explorations extend into new frontiers, including HMI, AR experience, 3D design, illustration, and innovative digital experiences.



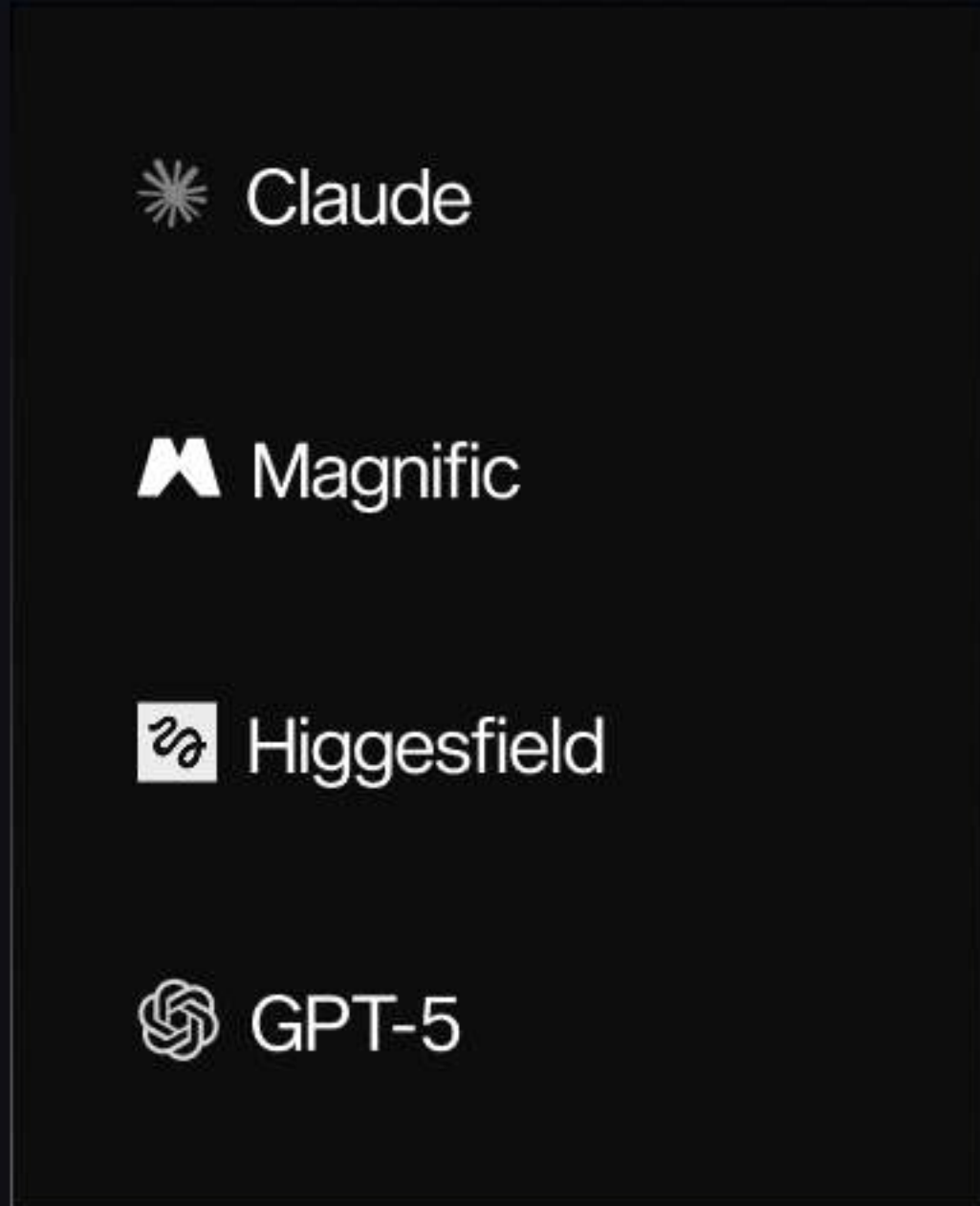


# Modern **tools** and technologies powering our **workflow**

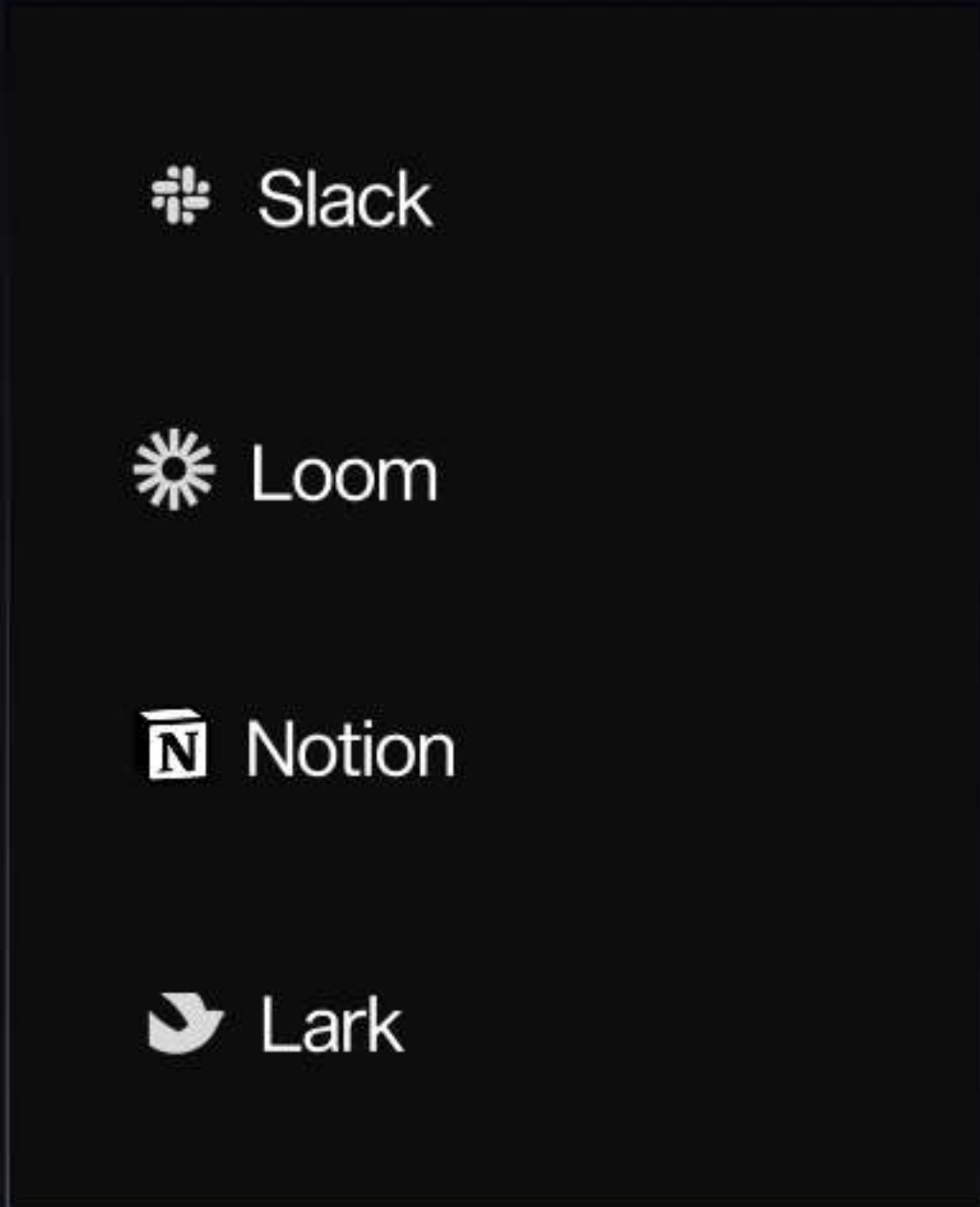
## Design



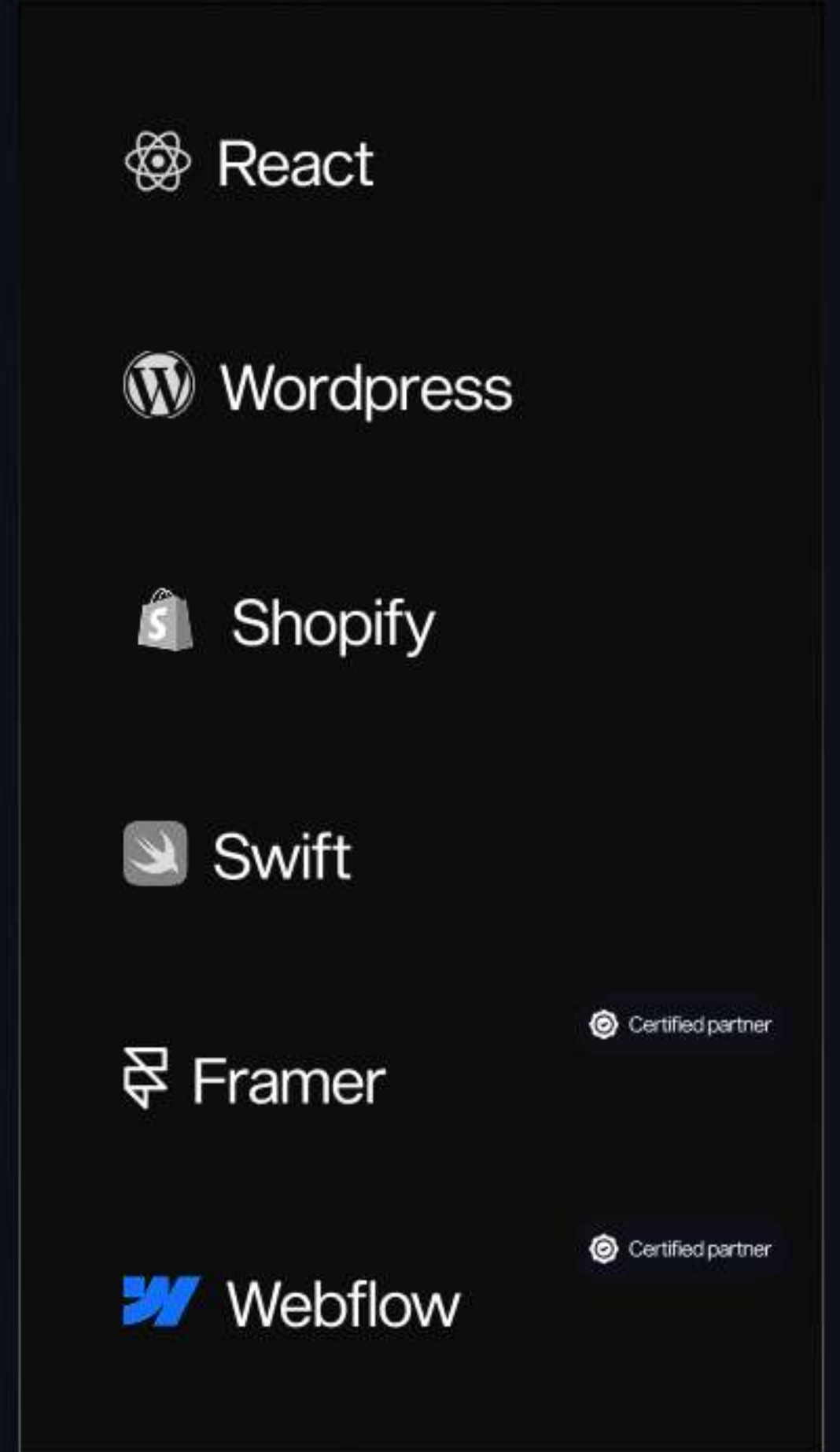
## AI Tools



## Collaboration



## Development





# Flexible collaboration models designed around project needs.

We've worked across many industries and learned what works. We apply those lessons while tailoring our approach to your business and goals.



## Dedicated teams

A dedicated team that works closely with yours to help build and grow your product.



## Project-based

Defined scope, fixed timeline, structured handover ideal for product launches and re-platforms.



## Ongoing partnerships

A flexible monthly design partnership for whenever you need extra support.



## Design retainers

A flexible monthly design partnership whenever you need extra support.

Teams &

Culture





# Curious by Culture, Driven by Growth

A strong culture helps people do their best work. We invest in our team, celebrate new ideas, and create space for learning and growth.



A studio built around one belief:  
**“A strong culture leads to better outcomes.”**





# Behind the work, the founders who shape it.



**Nasir Uddin**

CEO & Co-Founder  
America



**Fahad Ibn Sayeed**

COO & Co-Founder  
Asia & Oceania



**Rasel Ahmed**

CDO & Co-Founder  
Europe



We believe impactful work creates lasting value, not just during the engagement, but long after it ends.

---

Nasir Uddin

## LEADERSHIP PHILOSOPHY

Thoughtful decisions. Strong systems. Meaningful outcomes that last beyond delivery.



# The Hands & Minds.

## Who Work behind every projects



Shafayat Khan  
Director of Design, Product & AI



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Jahid Hasan  
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