Dennis George Mathew

Lead Visual Designer based in Dubai

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WORK EXPERIENCE

Dubai Police - *Lead Visual Designer for Department of forensic science and criminology*

02/2024 - Present   Dubai , UAE

- Forensic Visual Storytelling: Developed high-profile forensic visual content, including 3D crime scene reconstructions, motion graphics, and animated reports for cases presented to senior governmental officials, including H.H Sheikh Mohammed Bin Rashid Al Maktoum.

- Forensic Design Unit Setup: Established a specialized design unit by recruiting and managing a team of five designers in animation, sound design, and graphic design

- UI/UX Design : Design of user interfaces, prototypes, and website layouts for internal forensic technologies, optimizing usability for law enforcement professionals.

- Branding for Future Technologies: Developed branding for emerging forensic technologies within the R&D department including logos, brand guidelines, and promotional materials

- Public Engagement : Designed large-scale murals, exhibition displays, and multimedia installations for government showcases and key law enforcement events.

Polygon Labs - *3D Artist*

08/2022 - 02/2024   Dubai || Remote

- Launched an in-app virtual experience for Cadbury's 75th-anniversary celebration , leading 3D modeling, animation, and sound design for the experience.

- Collaborated with a team of 3 designers to launch a virtual shopping experience called Flipverse on Flipkart , India's Largest e-commerce company attracting over 488K+ unique users and achieving 44% DAU over a 10-day event (BBD)

- Headed modeling and SFX for Thumbs Up's mobile game for the 2023 Cricket World Cup campaign, attracting 276K+ visitors and increasing product engagement by 15%

- Designed and developed NFT partnership cards for collaborations with notable entities including y00ts, rektDogs, and PS Labs , minted by 6.8k+ users on OpenSea.

itsfreedubai - *Founder | Digital Marketing*

11/2022 - Present   Dubai, UAE

- Created and grew 'Itsfreedubai', an Instagram platform highlighting free events in Dubai, organically reaching 12,500 followers and establishing a strong community presence.

- Featured in Dubai's leading news outlet, Khaleej Times as a top guide for budget-friendly events, enhancing brand visibility.

- Applied Instagram Insights for strategic content planning, achieving a 16x follower increase and 282k views since start of 2023.

Swoosh - *Founder | Design and Development*

10/2023 - Present   Bangalore, IN

- Ideated , Designed and Developed 'Swoosh', an AI-assisted cab aggregator app, achieving 2,500+ installations in 8 days post-launch on google play store

- Conducted user interviews and testing, gathering critical feedback to enhance app capabilities , introducing features like fare comparison and live multi-booking tracking.

- Managed comprehensive design aspects, from wireframes, high fidelity designs and prototypes to Play Store documentation.

EDUCATION

National institute of technology (NIT)

Bachelors of Architecture

05/2022

Delhi Private School , Dubai (DPS)

High School

04/2017

SKILLS

3D Design

Visual Design

Animation

Front-end development

Qualitative research

User Research

Rebranding

Mobile app design

UI Design

Wireframing

Prototyping

Video editing

Social media management

TOOLS

Blender , Figma , Spline , After effects , Premiere Pro , Davinci Resolve , Photoshop , illustrator , Unreal Engine , Kotlin , Flutter ,

ACHIEVEMENTS

Featured on **Khaleej Times**, as the founder of itsfreedubai

Recipient of the **Trinity College London** 6th Grade Distinction Certification