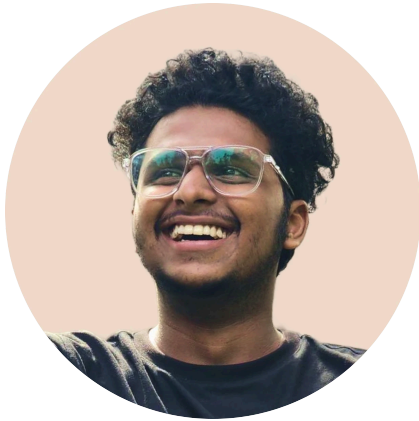




*Let me
introduce
myself*

Fuwad

Designer · Kozhikode, India



Figma user since 2019



FOF Kozhikode

Hi, I'm Fuwad. I design products, bring designers together, and make learning design a little more accessible.

I opened Figma for the first time in 2019 and haven't really closed it since. Today I lead Friends of Figma Kozhikode, mentor aspiring designers one-on-one, and share what I learn with 5K+ people on Instagram at @fuwad.design.

I'm applying for the **Design Advocate** role at Figma. This page is my case for why: not a pile of screens, but evidence of the community I've built, the sessions I've taught, and the designers I've helped.

Portfolio (<https://fuwad.design>)

Instagram (<https://instagram.com/fuwad.design>)

LinkedIn (<https://www.linkedin.com/in/fuwad/>)

Email (<mailto:fuwadmuhd@gmail.com>)

Friends of Figma Kozhikode

Kozhikode has a lot of talented people who design, but for a long time they did it alone. Few meetups, few mentors, and almost no place to ask a “silly” Figma question without a flight to Bangalore.

In June 2024 I started Friends of Figma Kozhikode to change that: a room where students, freelancers, developers and product designers learn from each other. I pitch the events, find speakers, design the posters and the flow of the day, host on stage, and follow up with everyone after.

2019	Opened Figma Learned it the hard way: tutorials at midnight, rebuilding apps I loved.
Jun 2024	Started FOF Kozhikode A small room, a handful of designers, and a simple idea: bring people together.
Growth	Workshops, talks, collaborations From one-off meetups to a recurring programme with speakers, hands-on sessions and partner communities.
Today	3,220 members The #3 chapter in India and #5 in the world, out of Figma's global Friends of Figma network.

3,220
members

#3
in India

#5
in the world

friends.figma.com/kozhikode (<https://friends.figma.com/kozhikode>)

What the community taught me

Beginners need a first win, not another tutorial.

Nobody learns Figma by watching. They learn by making something small with someone beside them.

Designers and developers should share a room.

Most handoff problems are just conversations that never happened.

People share their work when they trust the room.

Honest feedback only works when it feels safe, so that's what I try to build first.

Sessions I've taken

Explaining design is half the job of a Design Advocate. I've taught the same ideas to very different rooms, from first-timers who had never seen a frame to working designers learning prototyping.

Workshop · Beginners

Getting started with Figma

Frames, layers, shapes and text: enough to design a first screen by the end of the hour.

Workshop · Intermediate

Auto layout & components

Stop nudging boxes. Build layouts that resize and components that scale.

Workshop · Prototyping

Prototyping & micro-interactions

Turning static screens into something people can feel, and share.

1:1 · Mentoring

Career & portfolio sessions

One-on-one calls on breaking into UI/UX, portfolios and the job market.

Book a session (<https://fuwad.design>)

What people say

"Your design is what drew me to the FOF design team. The mentorship that followed genuinely helped me grow, think deeper, and design with more clarity. Truly grateful for the guidance."



Aysha Shaba

Jr Creative Designer

"Working with Fuwad was a smooth and positive experience. He understands the "why" behind the work and turns it into simple, thoughtful design."



Mishal Aboobacker

UX Designer

"Working with him has been a great experience. He always designs with the final product in mind and understands things from a developer's perspective."



Akash NO

Frontend Dev

"Working with him is comfortable and reassuring, he's highly focused on what matters, adding small details that elevate everything."



Rahul MK

Motion Graphic Designer

"I had a session with Fuwad, and it was worth every minute. He broke down UI/UX in a clear, practical way and gave me a solid understanding of the current job market."



Abdul Rahman

UI UX aspirant

"Fuwad did really well at it. The mindset of putting enough effort into upskilling, mentoring, and sharing value is always admirable."



Hafis CP

Associate Product Manager

04 · Design work

See my product work

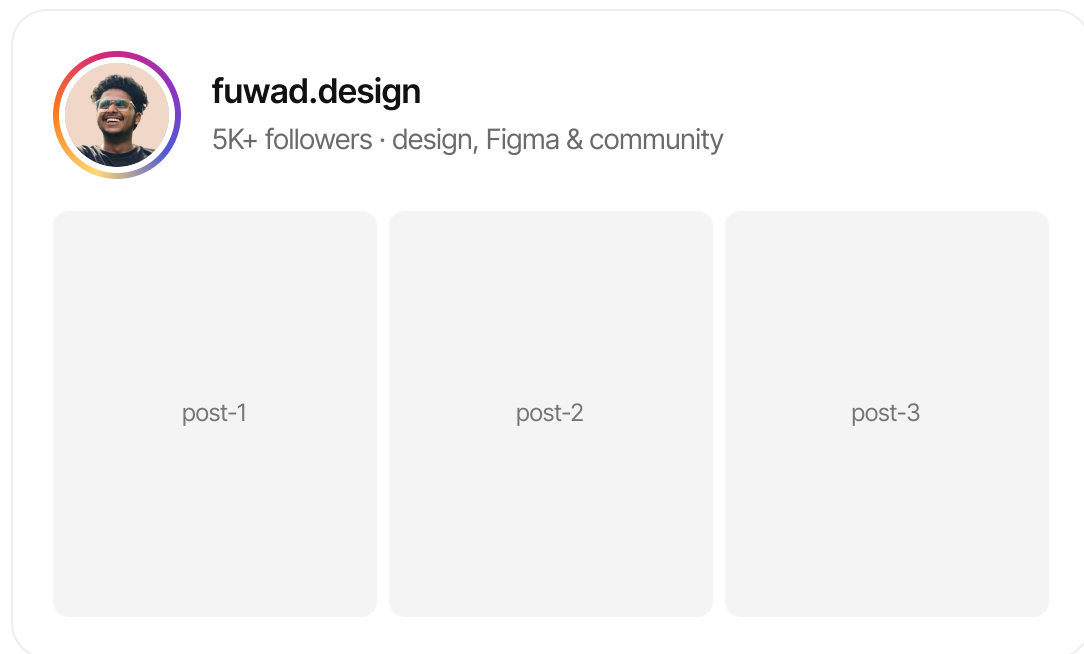
I'm a hands-on designer too: UX case studies, a Figma feature concept, and a few tools I vibe-coded with AI. They all live on my portfolio.

fuwad.design (<https://fuwad.design>)

Now creating on Instagram

Teaching shouldn't stop when the room empties. I've started turning what I learn into short, practical posts on Instagram: Figma tips, design breakdowns, event recaps and career advice for people just starting out.

@fuwad.design is at 5K+ followers and growing. The audience is mostly students and early-career designers in India, so every post tries to answer one question: *what can you do with this today?*



@fuwad.design (<https://instagram.com/fuwad.design>)

Why I want this role

Figma is the reason I started designing seriously. In 2019 it ran in my browser on a modest laptop, and I could share a link instead of a file. I've since watched the same thing happen to people around me in Kozhikode.

That's what a Design Advocate does: helps the next designer have that first moment. I already do it for free, in my city, in my own time. I'd love to do it with Figma, for designers across India and beyond: running events, teaching the tools, creating content, and carrying what designers tell me back to the people building the product.

If this sounds like a fit, I'd love to talk.

Quick answers

Who is Fuwad?

Fuwad is a designer based in Kozhikode, Kerala, India. He has used Figma since 2019, leads the Friends of Figma Kozhikode community and shares design content on Instagram at @fuwad.design.

What is Friends of Figma Kozhikode?

It is the Kozhikode chapter of Friends of Figma, Figma's global community network. Fuwad started it in June 2024. It now has 3,220 members and ranks #3 in India and #5 worldwide.

Why is Fuwad a good fit for the Figma Design Advocate role?

He has built a community from scratch, taught Figma workshops to beginners and working designers, mentors designers one-on-one, creates educational content for a growing audience of 5K+ on Instagram, and has used Figma hands-on since 2019.

How can I contact Fuwad?

Email fuwadmuhd@gmail.com, connect on LinkedIn at [linkedin.com/in/fuwad/](https://www.linkedin.com/in/fuwad/), follow @fuwad.design on Instagram, or see his design portfolio at fuwad.design.

*I'd love to be Figma's
voice in the community.
Let's talk!*

Email (<mailto:fuwadmuhd@gmail.com>)

LinkedIn (<https://www.linkedin.com/in/fuwad/>)

Instagram (<https://instagram.com/fuwad.design>)

fuwad.design (<https://fuwad.design>)

Download as PDF

