

# Amjad Nezam Al-Rahal

Saudi Arabia | [LinkedIn](#) | [+966 50 255 7526](#) | [amjadwonders@gmail.com](mailto:amjadwonders@gmail.com) | [Amjads.com](http://Amjads.com)

## PROFESSIONAL SUMMARY

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**Software Developer** igniting innovation with an unwavering passion for the latest technologies. Driven to deliver exceptional results in fast-paced environments.

## WORK EXPERIENCE

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### Konh Studio

**Saudi Arabia, Dammam**

*Full-Stack Web Developer Lead*

*Sep 2023 - Present*

- Revamped the primary corporate website, aligning it directly with the brand's identity.
- Collaborated with the SEO team to lead successful advertising campaigns leveraging high-impact actions.
- Developed and executed over 10 projects for diverse clients, integrating advanced technologies and consistently initiating comprehensive website development and design projects, including creating visual style guides.
- Conducted comprehensive UX analysis leading to revamped contact forms; boosted user engagement by 500%, with 90% of client acquisitions and 1474% increase in clicks, as well as 109% rise in impressions over 7.5 months as observed in Google Search Console.
- Conducted thorough on-boarding sessions with website clients for each project, ensuring a comprehensive understanding of website functionality and empowering teams to manage the website with minimal training.
- Employed diverse technologies to optimize loading speeds, SEO discovery, and implementation of necessary actions with appropriate enhancements.

### Fisheraton

**Saudi Arabia, Khobar**

*Full-Stack Web Developer*

*Apr 2023 - Sep 2023*

- Executed impactful development strategies, leveraging Google indexing to drive a substantial surge in website traffic, resulting in an increase in visitor engagement by 40% and a significant uplift in website visits by 60%.
- Coordinated cross-functional teams to implement a user-friendly interface, resulting in a 50% reduction in customer support issues and a 30% increase in customer satisfaction ratings.

### ODesigns Studio

**Remote (Saudi Arabia) - Malaysia**

*Full-Stack Web Developer*

*Sep 2021 - Dec 2022*

- Led the design and development of innovative websites for 10+ clients, leveraging state-of-the-art technologies and implementing seamless UI/UX
- Enhanced page load speed by 40%, reducing bounce rate by 15% and boosting user engagement by 20%.
- Collaborated on constructing a Digital Brand Identity and website in less than two weeks.
- Delivered end-to-end web development projects, encompassing requirement analysis, design, implementation, testing, and timely delivery—streamlined processes, reducing project delivery time by 30% and boosting client satisfaction by 20%.

## HONOURS & AWARDS

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### Ministry of Education

**Saudi Arabia, Khobar**

*Golden Shield Award (Computing-Based Scientific Research)*

*Apr 2022 - May 2022*

Achieved the highest golden shield award in a computing-based scientific research event hosted by the Ministry of Education, only awarded to **10 out of 105 contestants**. The research presented was a **trained facial expression detection model**, demonstrated through three prototypes, including **teaching children with autism spectrum disorder**, **video game emotion analysis pre-publishment**, and **drone recording the audience's emotions**.

## VOLUNTEERING EXPERIENCE

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### Khobar Annual Summer Club

**Saudi Arabia, Khobar**

*Python Coding Lecturer (30+ Students)*

*Jul 2019 - Aug 2019*

- Varied the introduction by 12 units ranging from installing the Python interpreter to the basic syntax, control flow, and functions, along with more seemingly complex units, such as OOP programming, Exception Handling, and Recursion.

## PROJECTS & ACTIVITIES

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[Facial Expression Recognition Research Award Reference](#), [konhstudio.com](http://konhstudio.com) (Konh Studio - Branding & Marketing Studio), [whitespace.sa](http://whitespace.sa) (White Space - Interior Design), [sarmad.store](http://sarmad.store) (Sarmad), [albouriest.com](http://albouriest.com) - [shop.albouriest.com](http://shop.albouriest.com) (Albourni Gardens), [kuna.sa](http://kuna.sa) (Kuna Holdings), Others: Maqraa (KFUPM Halaqa Hub), FutureScore (Connecting Academia), [IoT Competition](#), [Introve](#), etc

## SKILLS

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Webflow, Python, Django, JavaScript, MongoDB, Express.js, React.js, Node.js, HTML/CSS, RESTful APIs, Tailwind CSS, Bootstrap, UI Design, Website Automation, Git Version Control, Search Engine Optimization (SEO). **IBM AI Developer Professional Certificate**. Languages: **Arabic (C2 Level) and English (C1 Level - IELTS Verified)**

## Education

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**University of London, Goldsmiths**  
*Computer Science Major*

**University Based in England, London**  
*Undergraduate*