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| |  |  | | --- | --- | | Asif Aleem  (Senior UI Developer) 🌐[Portfolio website](https://asifaleem-del.github.io/portfolio/) | **Email:** asifaleemkhan@gmail.com  **Contact:** 98117 42161, 96250 68126  **Address:** G6/8, Malviya Nagar, Near Krishna Mandir, New Delhi - 110017 | |  |

Professional Summary

Senior UI Developer with **12+ years of experience** in crafting intuitive, user-friendly, and responsive websites and web applications. Proficient in **HTML5, CSS3, JavaScript, jQuery, Angular, React, Tailwind, Photoshop, Figma**, and modern frameworks. Adept at translating business needs into technical solutions with pixel-perfect design and high performance. A creative problem-solver with strong communication, collaboration, and leadership skills.

Core skills

* **Frontend:** HTML5, CSS3, Bootstrap 5, Tailwind CSS, Sass, Less, Java Script, jQuery, AngularJS, React JS, React Native, Node JS, React material UI, PHP
* **Design Tools:** Photoshop, Figma, Canva, InVision, Corel DRAW, Adobe InDesign, Illustrator
* **Development Tools:** VS Code, Dreamweaver, Notepad++, Git, GitHub
* **CMS & Platforms:** WordPress, Emailers
* **SEO & Digital Marketing:** Google Analytics, Microsoft Clarity, Bing Webmaster, SEO (On/Off Page), Google Ads, Facebook Ads & Instagram Ads
* **AI Tools:** Proficient in leveraging AI tools to enhance code quality, optimize performance, and efficiently resolve bugs and technical issues.
* **Other:** Video Editing, Microsoft Word, Excel, PowerPoint

Work Experience

1. **Senior Consultant**

**Unified Consultancy Services (UFS NETWORK) |** *AUG 2024 – still*

* Developed responsive and reusable UI components using **React JS**, **React MUI**, **Tailwind CSS, SEO, Git & Git Hub** to enhance user experience and maintain design consistency across web applications.
* Designed eye-catching flyers and printable materials, and created visually appealing graphics for social media ad campaigns. Delivered high-quality creatives using Figma, Photoshop, and CorelDRAW, and managed content publishing on client pages.
* Edited promotional and event videos for ad campaigns, ensuring high-quality visual storytelling aligned with brand identity.

1. **Senior UI Developer** (Frontend Developer)

**CAA Systems Pvt. Ltd. (Technology Partner for OSTENDIO – Healthcare SaaS Platform)** | *Jan 2019 – July 2024*

* Built scalable and modular UI components using Angular 14, HTML, CSS, and Bootstrap, ensuring responsive design and seamless user interactions.
* Ensured cross-browser compatibility.
* Collaborated closely with backend teams to integrate RESTful APIs, ensuring smooth data flow and optimal performance across the application.

1. **Web Designer** (UI/UX)

**Keystone (B2B Integrated Marketing Agency** | *SEP 2016 – AUG 2018*

* Designed and developed custom landing pages and emailers for high-impact marketing campaigns, serving clients such as **DELL**, **Asus**, **Seapro**, **ST Telemedia GDC**, and [**Career Launcher**](https://www.google.com/search?sca_esv=0102a848e913b4a7&q=Career+Launcher&spell=1&sa=X&ved=2ahUKEwiD0deX-syMAxX-ZWwGHeC2An4QkeECKAB6BAgJEAE).
* Leveraged SASS/LESS and Bootstrap to streamline and optimize CSS workflows, ensuring faster development and maintainable code.
* Ensured seamless cross-browser compatibility and a fully responsive design, optimizing user experience across all devices and platforms.
* Collaborated effectively with backend teams to ensure timely project delivery, meeting all functional and technical requirements.

1. **Web Designer** (UI/UX)

**Jetways Travels Pvt. Ltd. (Dabur Group)** | *AUG 2014 – AUG 2016*

* Designed and managed user-centric websites for corporate and luxury travel services, enhancing customer engagement and brand presence.
* Utilized HTML, CSS, Bootstrap, and PHP to design and develop responsive and dynamic websites, ensuring a seamless user experience.
* Ensured seamless cross-browser compatibility and a fully responsive design, optimizing performance and user experience across various devices and platforms.

1. **Web Designer & Graphic Designer** (UI/UX)

**Wise Online Pvt. Ltd.** | *JUL 2013 – JuL 2014*

* Designed user-friendly e-commerce websites and admin panels using HTML5, CSS3, and jQuery, ensuring an intuitive interface and smooth functionality.
* Designed the e-commerce website **Khoobsurati.com**, collaborating with backend teams to ensure timely project delivery and seamless integration of features.
* Ensured cross-browser compatibility and responsive design.

1. **Web Designer & Graphic Designer** (UI/UX)

**Creative Angels** | *FEB 2012 – MAY 2013*

* Developed custom landing pages, as well as static and dynamic websites for clients such as **JS Films**, **Delhi’s Super Bikers**, and the online travel news portal **Travel Trade Journal**.
* Designed and developed websites using HTML, CSS, JavaScript, jQuery, and PHP ensuring cross-browser compatibility, responsive design, and optimal user experience across all devices.

Project Portfolio

* 🌐 [Portfolio Website](https://asifaleem-del.github.io/portfolio/)
* 🔗 [UFS Network](https://www.ufsnetworks.com/) | [Fintellimart](https://fintellimart.com) | [The Samsara Holidays](https://www.thesamsaraholidays.com) | [DZ Vacation](https://www.dzvacation.com/)
* 🔗 [Ostendio](https://www.ostendio.com) | [Kestone Global](https://kestoneglobal.com) | [Jetways Travels](http://jetwaystravels.com)
* 🔗 [SeaPro](http://seapro.co.in) | [ST Telemedia GDC](https://www.sttelemediagdc.in) | [Dell Designathon](http://delldesignathon.com)
* 🔗 [Inquizitive Minds](http://inquizitiveminds.com) | [Travel Trade Journal](http://www.traveltradejournal.com) | [ASUS](http://www.asuspromo.in/)

Education & Certifications

* **B.A.** – V.B.S. Purvanchal University, 2013
* **Intermediate (Science)** – UP Board, 2007
* **High School** – UP Board, 2005
* **Diploma in Computer Application & Programming –** F-Tec, 2011
* **Angular Certification** – DUCAT Institute, 2018

Languages

* English, Hindi, Urdu.

Personal Attributes

* Creative, reliable, and detail-oriented
* Strong leadership and presentation skills
* Excellent team player with a proactive approach
* Comfortable working in high-pressure and 24/7 environments