
BASMA | WEB DESIGNER

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sayyad

PROFESSIONAL SUMMARY

Web designer with a passion for creating visually appealing and user-friendly websites. Strong knowledge of web design and development, user experience design (UX), and modern web design tools and languages including CSS, HTML, and Javascript.

CORE COMPETENCIES

- ✓ Web design and development
- ✓ Code structure & architecture
- ✓ Wireframe and prototype creation
- ✓ SEO and keyword research
- ✓ User experience design (UX)
- ✓ JavaScript, jQuery, JSON, HTML, CSS
- ✓ Testing and debugging
- ✓ Campaign management and optimization

PROFESSIONAL EXPERIENCE

IBM Pvt Ltd

Technical Analyst| November, 2019 - August, 2021

- As a technical analyst at IBM, I employed my web design and development expertise to assist clients with their Desktop, Mobile and Web ads related queries and concerns.
- I acted as a consultant, utilizing my skills to optimize inventory, traffic, and manage ad campaigns in the ad manager.
- Additionally, I employed my web design and development skills in campaign management

and optimization, assisting publishers in setting up campaigns, forecasting, media planning, and inventory management.

- I was responsible for troubleshooting and resolving all Google ad-related issues and provided site layout and code implementation recommendations to clients.

PROJECTS

Job Dekho website

- Web Developer | 8 September , 2022 - 17 December , 2022
- Developed a fully functional website from scratch as a group project utilizing JavaScript, jQuery, JSON, HTML, and CSS.
- Contributed to the website's design, development, testing, and deployment.
- Skills used: JavaScript, jQuery, JSON, HTML, CSS, Web design, Web development, Testing and debugging, Cross-browser compatibility, Responsive design.

EDUCATION

- 2023 - 2024 | Humber College
Web Design and Development
- 2022 - 2023 | Humber College
Cloud Computing
- 2013 - 2016 | Jamia Millia Islamia university
Bachelor of Engineering

TECHNICAL SKILLS

- Web Design and Development: JavaScript, jQuery, JSON, HTML, CSS Design Tools: Adobe Photoshop, Adobe Illustrator, Sketch
- Content Management Systems: WordPress, Shopify
- Digital Marketing: SEO, Google Analytics, social media strategy
- Productivity Tools: Google Sheets, Slides, Canva, MS Office, Word, Excel, PowerPoint, Outlook

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February 17, 2024

Hiring Manager
Legislative Assembly
The Information Services Branch
Toronto

Dear Hiring Manager,

I am writing to express my interest in the Web Designer position at the Legislative Assembly, which was advertised on your website. I am a highly skilled and experienced web designer with a passion for creating visually appealing and user-friendly websites.

Experience: 2 years of experience in the web design and development industry, including hands-on experience in ad operations and campaign management.

Results: Successfully optimized inventory and traffic, and managed ad campaigns for clients resulting in increased revenue and performance.

Performance: Recognized for expertise in troubleshooting and resolving ad-related issues, and for providing site layout and code implementation recommendations that led to improved client satisfaction.

I possess strong skills in web design and development, user experience design, graphic design, and proficiency in modern web design tools and languages, including CSS, HTML, and JavaScript. I am a perfect match for this web design related role.

I am impressed with the Legislative Assembly's dedication to non-partisan support for Members of Provincial Parliament and its emphasis on integrity, community, and excellence. My background and expertise align well with the Web Designer position and I am eager to contribute to the team's efforts and collaborate with diverse stakeholders throughout the Assembly.

Thank you for considering my application. My resume is attached for your reference and I am available to provide any additional information or discuss my qualifications further. I look forward to the opportunity to speak with you.

Best regards,

Basma