



ASAD AHMED

WEB DESIGNING / FRONT END DEVELOPMENT / PRINT DESIGNING

Online Portfolio: www.behance.net/axad

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ADDRESS: DUBAI - UAE

Personal Profile

Objectives

To become a benchmark for new media artists, I strive to build on my current knowledge of the web at all times and make sure I'm always up to date with the latest technologies, constantly improving the work I do.

Seeking a career oriented role to fully employ my personal & professional skills in a challenging job.

Self-motivated and hard working with the zeal for career advancement through determination and dedication

Skills

Adobe Dreamweaver ★★★★★

WordPress ★★★★★

HTML5 / CSS 3 ★★★★★

Bootstrap ★★★★★

Adobe Photoshop ★★★★★

OpenCart Management ★★★★★★

Adobe Illustrator ★★★★★★

Adobe InDesign ★★★★★★

Design Loves Strategy - UX / UI + CODER

I see one of my major strengths being my adaptability. I am able to jump easily from being a designer, to a coder to decision maker. This adaptability can also be seen in my design work where I am able to handle any task I'm given, be it web designing, multimedia, logo designing, branding and print.

My Approach

After thorough analysis of business goals and user needs, I design solutions that ensure that the right content, features and functionality are presented in the right place, at the right time, in the right way, thereby providing engaging user experiences, effortless interaction, and ultimately business benefits.

My Methodology

- Research and discovery phase implementation
- Focus groups and stakeholder workshops
- Full cycle user centred design process (personas, user journeys, user needs/requirements)
- Site maps, wireframes, navigation, labelling
- UI & interaction design
- Regular design review meetings (face to face or teleconference) with business & development teams
- Usability best practice
- Lab based and onsite user testing (and resulting design refinement)

Work Experience

Web Graphic Designer & Front End Developer

Quraish General Trading LLC

Nov 2016 – Present - Sheikh Zaid Road, Dubai

Web: Website Design (Bootstrap Responsive) , WordPress Management, OpenCart Management, Custom Wordpress (CMS), Psd to Html, Psd to WordPress, Email Newsletters.

Graphic / Social Media : Banners for website, Banner for FB, Products Post for FB, Products Editing.

Print: Branding / Identity Creation, Stationary Design, Flyers, Posters, Newsletters, Brochure, Business Card.

Software Proficiency

I have extensive knowledge of many software applications. Listed are those which I use on a regular basis:

Adobe Photoshop

I have been using Photoshop extensively since 2014 and consider myself to be an expert user. I use Photoshop for creating layouts for most of my designs as well as website templates and landing pages.

Adobe Dreamweaver

I've used a range of HTML authoring software but Dreamweaver has been my choice for 2 years. When necessary I can also handcode.

Adobe Illustrator

Although I am more comfortable with pixels rather than vectors, I have had plenty of experience creating layouts, illustrating and designing with these applications.

Web & Graphic Designer

Xellerix Fz LLC

Feb 2016 – April 2016 - Media City, Dubai

Web: Website Design (Bootstrap Responsive) , Custom Wordpress (CMS), Psd to Html, Psd to WordPress.

Print: Branding / Identity Creation, Stationary Design, Flyers, Posters, Newsletters, Brochure, Business Card.

Web Designer

A2Z Creatorz.

March 2014 – December 2015 Karachi, Pakistan

This is where my journey started. I've been very lucky to work closely with my CEO who had a strong Artistic background a person who respected the modern technology. This is where I learnt what is grid, negative space and so on and on forth.

Web: Website Design (Bootstrap Responsive) , Custom Wordpress (CMS), Psd to Html, Psd to WordPress.

Freelance Experience:

Freelance Web & Graphic Designer

Business Website Builder

May 2015 – Present Torrance, California

Designing layouts, producing images and email, logo designing styles for websites, social media profiles and corporate communications. Contributing creative ideas during corporate brainstorming sessions. Prioritizing workloads and coordinating multiple ongoing projects

Online Portfolio / Projects

Online Portfolio URL

<https://www.behance.net/axad>

<https://www.instagram.com/a.designs/>

Online Projects

<http://www.littleclickclub.com/>

<http://dtsoconcepts.com/>

<http://samsol.com.pk/>

<http://www.agriauto.com.pk/>

<http://airviewassociates.com/>

<http://librasoft.us/en/> , <http://librasoft.us/>

<http://earthapproved.org/>

<http://aamsha.com/>

<http://amygordonmusic.com/>

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