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ABID AKRAM

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WORK HISTORY

UI/UX Developer   Cisco   April 2022 — Present

- Part of the Cisco marketing team working on the Phoenix internal site developing tools to managing data, model, pipelines, MLOps, dashboards, and other analytics tools.
- Responsible for design, developing and maintaining the old web interface, Content Management System, and Digital Asset Management tool.
- Implemented Change tracking feature that renders diff between any two selected versions.
- Handling team of UI developers and vendors, grooming and breaking down features, delegating work, and keeping stakeholders up to date with the progress of tasks & stories.
- Working closely with the design team for building optimum suitable UX and helping optimize user flows.
- Leading the UI Forum activities involving meetups, codeathons, newsletters, challenges, mentoring etc.
- Assist in identifying design problems and devising solutions that help users easily solve problems.
- Translate concepts into user flows, visual design, wireframes and prototypes that lead to intuitive user experiences.

Software Engineer UI   OpenMoney   January 2019 — April 2022

- Built Front-end for Payments module within the Software-as-a-service (SaaS) platform.
- E2E development of an E-invoicing feature that saved a bulk of operational effort by digitally capturing product details from vendor invoice pdf documents.
- Led the Frontend Center Of Excellence (COE) initiative helping other developers be more productive and efficient.
- Collaborated with UX and Product team to improve overall UX. Examples include- Async Behavior, Notifications Panel, Copy To Clipboard, Bulk File Uploads, etc.
- Developed functionalities in web pages using angular features like Components, Services, Http Requests, Templates, Observables, Data Binding and Routing Created components, Services, Directives, Routing, Pipes using Angular CLI.
- Involved in design discussions with designer, and provided some suggestions and ideas to make a rich and user friendly UI.
- Develop concepts by hand or with Figma, and execute original content determining ideal usage of color, text, font style, imagery, and layout.

UI Developer   IBM   April 2018 — January 2019

- Worked on web & mobile apps designing, developing, and maintaining e-commerce websites, ensuring they are user-friendly, responsive, and optimised for performance.
- Worked on front-end technologies, such as HTML, CSS, and JavaScript, to create visually appealing and intuitive user interfaces.
- Provided support with managing and updating website content, including product listings, descriptions, images, and videos.
- Developed website which is simple, professional, user-friendly, user-tracking, very less load time.

Web Developer   INDEPENDENT   Aug 2016 — April 2018

- Worked with multiple brands like Asics, IFL, Axisrooms, and Agency to improve their web and mobile apps, focusing on design & development to make them more user-friendly.
- Led the Web Development team in developing complex responsive UIs in React.js and Angular 5 for new features.
- Developed an Optimised User Interface for better handling of Customer Requests. This slashed the average call time by 70% leading to a total savings of 4 FTE.
- Improved the efficiency of the operations team by automating the handling of user requests, monitoring, alerts, and system tickets.

SKILLS

- **Frontend** — HTML, CSS, JavaScript, Angular, React, Tailwind, Bootstrap, SASS, Browser Web APIs, Responsive layouts and, Web Security & PWA.
- **Design** — Information Architecture, Interaction Design, User Research, Visual Design, User Personas, Wireframes, Task flows, Mockups, Visual Design, Prototyping, Mobile-first UI & UX, Responsive design.
- **Tools** — Sketch, Figma, Adobe creative suite, Miro, Framer, Webflow, InVision, Protopie, Marvel.
- **Collaboration** — Self-starter, Communicative, Detail-oriented, Team player.

EDUCATION

Uttar Pradesh Technical University   August 2013 — April 2016

Master of Engineering in Computer Application

CGPA — 7.700

PROJECTS

- **Phoenix (2022) —** In-house Phoenix is a platform made by Cisco for advanced analytics. It helps developers and business teams manage data, create models, handle MLOps, and build pipelines. The platform was redesigned using HTML, CSS, and JavaScript. UX skills like prototyping, visual design, and stakeholder reviews were used before development, making it easier to use and more modern.

- **GenAI (2023) —** In-house Cisco Marketing GenAI Hub is a platform that uses Generative AI to make marketing better. It helps create personalized campaigns, generate text and images, and improve customer interactions. It also provides tools to analyze data and make decisions. Built with ReactJS, the platform focuses on easy use through UX design, like prototyping and feedback. It also automates tasks, making marketing faster and more efficient with AI.

- **OpenMoney (2019) Link —** This application is used by vendors and freelancer to view & manage products, consignments, and handle payments/invoices, etc. The application follows a Microfrontend architecture and is having a shell comprising multiple micro frontends.

- **OpenHub (2020) Link —** OpenHub is a platform where users can sell goods or services. Sellers get requests from buyers, and payments are made directly between them. The platform is built with Angular 8, using common components and directives, along with REST APIs. It's responsive, so it works well on all devices.

- **CCE Commerce Engine (2018) —** CCE is a commerce engine for IBM's global e-commerce sites, supporting over 4,000 stores. I worked on the IBM Employee Purchase Program, selling electronics to employees, friends, and contractors in the US and Canada. I used HTML, CSS, JavaScript, and responsive design to improve the site's interface.

- **TrailerHubPro (2024) Link —** The Movies & TV Shows Trailer App lets users find movie recommendations and watch high-quality trailers before seeing the full movie. It also provides key details to help them choose a movie. This is my personal project case study, where I handled the end-to-end design and development using Angular 18, creating common components and services. It connects to the TMDB API to show trailers and related info.

ACCOMPLISHMENTS & AWARDS

- **Ace Performer of the Year (2022)** — Overall excellence in deliveries and innovation.
- **Innovation Catalyst Award (2023 & 2024) —** Recognized for driving transformative solutions and consistently delivering creative, user-centered designs that enhance customer experience.
- **Certified Google UX Design (2024)** — Achieved Google UX Design certification in 2024 by completing over 200 hours of intensive projects focused on UX research, wireframing, prototyping, usability testing, and responsive web design, gaining expertise in industry-standard tools.
- **Udemy Web Development Fundamental (2020)** — Learn the basics of web development with over 150 hours of lessons and projects covering HTML, CSS, and JavaScript. Explore popular tools like React, Bootstrap, and Node.js, while building real-world projects.

VOLUNTEERING

- **RNS Institute of Technology, Bengaluru (2024)** — As a technical interviewer from Cisco, I conduct mock interviews with candidates (primarily freshers and junior developers) and provide them with detailed feedback helping them boost their skills and prepare for their dream job.
- **Preplaced (2024)** — As a mentor, I take mock interviews and guidance sessions for students and other working professionals helping them prepare for real interviews by providing valuable feedback. Also, Solve doubts and guide candidates through their discussion forum.

CONTACT ME

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