

Adil Sami

Dallas, TX · (945) 244-2879

UX Designer · Frontend Developer

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SKILLS

- **Languages** - JavaScript, TypeScript, SQL, MySQL Database, PHP, RESTful APIs & JSON, AJAX, HTML, DHTML, SHTML, CSS, SCSS, SASS
- **Frameworks** - jQuery, Bootstrap
- **Softwares & Tools** - Figma, Adobe XD, Webflow, Illustrator, Photoshop, Google Analytics 360, Console Debugging & Lighthouse, Microsoft Office
- **DevOps** - GitHub, Jenkins, Jira, Azure DevOps, AWS, TeamSite
- **Technical** - UX/UI Design Principles, UX Research, Generative AI in UX, Wireframing, Prototyping, A/B Testing, Usability Testing, WCAG Accessibility, Website Administration, Product Life Cycle, Storyboarding, HCI, Information Architecture, SEO, User-Flow, Data Analysis, Data-Driven Design, Web Management, Version Control, Graphic Design, Direct Client Engagement
- **Interpersonal** - Collaboration, Communication, Empathy, Problem-Solving, Adaptability, Active Listening, Time Management, Detailed Oriented, Storytelling & Presentation

EXPERIENCE

Dynamic Integrated Services (DIS) · UX Designer Consultant II · Full-time · March 2022 - Present

- Design and develop federal websites to support strategic communications, marketing, outreach, and education initiatives by gathering data and requirements, conducting audits, creating information architectures, user-flows, SEO, wireframes, mockups, and prototypes based on industry best practices following WCAG accessibility standards, VA design system guidelines, user insights, and generative AI technology for **3 years plus**. Assisted in testing and implementing government websites in an agile environment, conducting usability testing, validation, front-end development, and both moderated and unmoderated usability studies while using Git and TeamSite for version control to enhance functionality and user experience.
- Supported VA government contracts for Million Veteran Program (MVP), Women's Health, NCP, LGY, and others, utilizing Figma and Adobe XD for web design and Illustrator and Photoshop for graphic design.
- Spearheaded MVP to **exceed 1 million enrollments** by 2023, driving a **40% increase** in website interaction through strategic UX and development enhancements, while ensuring strong project execution with cross-collaboration. Independently administered the **70 plus page** VA Women's Health website with little to no supervision and regularly **implemented 700 plus** website task improvements, leading to a **30% increase** in user satisfaction.

UnprotectedVictims · Lead UX Designer & Front-end Developer · Internship · January 2021 - May 2022

- Created goal statement, communication brief, target analysis report, competitive audit report, and survey; initiated design phase with audience persona, information architecture, user-flows, SEO analysis, wireframes, mockups, and prototypes in Figma under a **3 months deadline**, while fostering a friendly atmosphere with the team and client, and remaining receptive to mentorship and learning.
- Developed visual design guide, user journey map, and implemented the front-end using HTML, CSS, Bootstrap, and JavaScript for responsive functionality, conducted usability testing and debugging with **5 to 7 participants** resulting in a **20% increase** in brand awareness among users, monitored post **growth rate at 15%**, and user reach out **increased by 17%**.

Charly's Taqueria · UX Designer & Full-Stack Developer · Internship · August 2020 - February 2021

- Did client research create a goal statement, communication brief, target analysis report, competitive audit report, and survey; initiated design phase with audience persona, information architecture, user-flows, SEO analysis, wireframes, mockups, and prototypes in Adobe XD within **4 months**.
- Front-end included HTML, CSS, Bootstrap, back-end was created by establishing a MySQL database, utilizing PHP for dynamic menu display and checkout, conducted usability tests and debugging with **5 to 7 participants**, overall **increasing order rate by 25%** and **satisfaction rate by 20%**.

EDUCATION, AWARDS, AND CERTIFICATIONS

The University of Texas at Arlington, Arlington, TX – Bachelor of Arts · Information & Communication Technology · Cum Laude Honors · **May 2021**

Silver Anvil Award – Dynamic Integrated Services (DIS) & MVP · **May 2024**

Google User Experience Design Professional Certification – Google · **December 2023**

Adobe Illustrator & Photoshop Associate Certification – Adobe · **January 2017**

PROJECTS

Foodie Mobile Application · UX Case Study

- For the Foodie App case study, I created a goal statement, target analysis report, competitive audit, and survey; identified user pain points, then created personas, user journey maps, wireframes, mockups, and prototypes, using Figma.
- An **unmoderated usability study** with **5 plus participants** revealed key concerns, which I addressed with **generative AI insights** and **accessibility improvements**, finalizing the mockup design after iterative testing.

BravePets Responsive Web Application Design · UX Case Study

- For the BravePets responsive website case study, I created a goal statement, target analysis report, competitive audit, and survey; identified user pain points, then created personas, user journey maps, wireframes, mockups, and prototypes for desktop and mobile, using Adobe XD.
- A **moderated usability study** with **5 plus participants** revealed concerns, which I addressed using **generative AI insights** and **accessibility improvements**, refining the design through iterative testing before finalizing the website mockups.

Unprotected Victims Web Application · Software Development

- Once mockups were finalized, I developed the front-end using HTML, CSS, Bootstrap, and JavaScript, ensuring responsiveness and interactivity.
- I optimized **performance, SEO, cross-device & browser compatibility**, conducted **usability testing**, and **debugging** to refine the user experience.