

# Adil Sami

Dallas, TX · (945) 244-2879

**UX Designer · Frontend Developer**

adisiddque6@gmail.com · <http://www.linkedin.com/in/adil-sami-b82432184> · <https://adilasami.com/>

## SKILLS

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- **Languages** - JavaScript, TypeScript, SQL, MySQL Database, PHP, RESTful APIs & JSON, AJAX, HTML, DHTML, SHTML, CSS, SCSS, SASS
- **Frameworks** - jQuery, Bootstrap
- **Software's & 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

## WORK EXPERIENCE

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### **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, 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, leading to a 30% increase in user satisfaction.

### **UnprotectedVictims** · UX Designer & Front-end Developer · Internship · **January 2021 - May 2021**

- 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 in the remaining 2 months resulting in a 20% increase in brand awareness among users.

### **Charly's Taqueria** · UX Designer & Full-Stack Developer · Internship · **August 2020 - December 2020**

- 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 2.5 months.
- Front-end work included HTML, CSS, Bootstrap, back-end work 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 in 2.5 months deadline, overall increasing order rate by 25%.

## EDUCATION, AWARDS, AND CERTIFICATIONS

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**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

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### **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 for performance, SEO, and cross-device/ browser compatibility, conducted usability testing and debugging to refine the user experience.