Adil Sami

Dallas, TX · (945) 244-2879
UX Designer · Frontend Developer
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SKILLS

- **Languages** - JavaScript, TypeScript, SQL, MySQL Database, PHP, JSON, AJAX, HTML, DHTML, SHTML, CSS, SCSS, SASS
- **Frameworks** - jQuery, Bootstrap
- **Software's & Tools** - Figma, Adobe XD, Pixso, Illustrator, Photoshop, Google Analytics 360, Microsoft Office
- **DevOps** - GitHub, Jenkins, Jira, Azure DevOps, AWS, TeamSite
- **Industry Knowledge** - UX Design, UX Research, Generative AI in UX, Wireframing, Prototyping, A/B Testing, Usability Testing, Web Accessibility, WCAG Accessibility, Website Administration, 508 Compliance, Product Life Cycle, User Journey Mapping, Storyboarding, HCI, Information Architecture (Sitemap), Data Analysis, Data-Driven Design, Data Management, Web Management, Version Control, Graphic Design, Direct Client Engagement

WORK 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, wireframes, mockups, user flows, and journey maps based on industry best practices following WCAG accessibility standards, user insights, and generative AI technology. Assist in testing and implementing government websites while maintaining an adaptable and detail-oriented mindset, while thriving in an agile environment. Performed usability testing, validation, front-end web development, and participated in both moderated and unmoderated usability studies to enhance functionality and user experience.
- My key projects include VA Million Veteran Program (MVP), VA Women's Health, MIRECC (TBI Toolkit, TWFV, PSCI-SPC), VA NCP (Main Website, MOVE), VA NCPS-&-QPS, VA HAP, and VA LGY, using Figma and Adobe XD for web designs and Illustrator and Photoshop for graphic-related designs.
- Helped MVP surpass 1M+ veteran enrollments by the end of 2023 and increased website interaction by over 40% through improved UX, development enhancements, content strategy, and making sure to always foster friendly client and team collaboration.
- Independently administered the 70+ 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 · **March 2021 - May 2021**
- Created the Communication brief to conduct Audience analysis, Perception/Tone/Guidelines, Communication strategy, Competitive positioning, and Target message, while maintaining a friendly atmosphere within team and client, and willingness to learn from mentorships.
- Initiated website design by creating Audience profiles from (Audience analysis), wireframes, and prototype using Figma.
- Created visual design guide (text, colors, icons, images). Developed the Front-end using HTML, CSS, Bootstrap 5, JavaScript for responsiveness and functionality. Conducted usability tests, and debugging for effectiveness, and overall increased brand awareness by 20% among new users.

Charly's Taqueria · UX Designer & Full-Stack Developer · Internship · **September 2020 - November 2020**
- Conducted SEO from Google word search analytics, created SWOT analysis of company to compare against other competitors and researched User flows and Audience profile/personas, made sure to utilize time management software like teams to help with task executions and meet deadlines.
- Website design initiated with creating the sitemap, scalable wireframes, and high-fidelity prototype using Adobe XD.
- Front-end work included HTML, CSS, Bootstrap 4 for responsive design, back-end work was done by establishing a MySQL database, utilizing PHP for dynamic menu display and checkout. Conducted usability tests and thorough debugging process, which overall increased order rate by 25%.

EDUCATION, AWARDS, AND CERTIFICATIONS

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

Silver Anvil Award – Dynamic Integrated Services (DIS) & MVP · **2024**
Google User Experience Design Professional Certification – Google · **2023**
Adobe Illustrator & Photoshop Associate Certification – Adobe · **2017**

PROJECTS

Foodie Mobile Application · UX Case Study
- For the Foodie App case study, I conducted a competitive audit and identified user pain points, creating personas, journey maps, wireframes, mockups, and prototypes, using Figma.
- An unmoderated usability study with 5+ 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 conducted a competitive audit and analyzed the target audience to identify user pain points, creating personas, user journey maps, wireframes, mockups, and prototypes for desktop and mobile, using Adobe XD.
- A moderated usability study with 5+ 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 the mockups were finalized, I developed the front-end using HTML, CSS, Bootstrap 5, and JavaScript, ensuring responsiveness and interactivity.
- I optimized for performance and cross-device/ browser compatibility. Conducted usability testing and debugging to refine the user experience.