Adil Sami

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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, Figma AI, Adobe XD, Firefly, Illustrator, Photoshop, Webflow, Google Analytics 360, OpenAI, Lighthouse, Microsoft Office
- **DevOps** - GitHub, Jenkins, Jira, Azure DevOps, AWS, TeamSite
- **Technical** - UX/UI Design Principles, UX Research, Generative AI in UX Design, Wireframing, Prototyping & Ideation , A/B Testing, AI-assisted Usability Testing & Feedback Analysis, 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 - May 2025**
- 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%** over the course of **1.5 years**.

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 using MySQL and PHP for dynamic menu display and checkout, conducted usability tests and debugging with 5 to 7 participants, **increasing order rate by 25%**, and **satisfaction rate by 20%** over the **total duration of 7 months**.

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.