Ahmed Nuaman
Freelance Designer and Developer

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Personal

I m a freelance designer and developer with a first class degree in Interaction Design. I have strong knowledge of the web design and development industry and my skills include the design and development of web sites, gadgets and rich media adverts. I m a self-motivated individual, I m happy to work as an individual or in a team and believe that it s better to try than to not try at all.

My skills range from OOP Actionscript 2 & 3, PHP, XHTML, CSS, JavaScript to design and real time video streaming to computer and mobile, and I m a fully qualified Google AdWords Reseller. As I am comfortable with both design and development needs, I enjoy the challenge of balancing client and business needs in order to achieve the best outcome possible.

For examples of my work, please visit my web site: www.ahmednuaman.com.

Skills

Software

Day to day use of Flex Builder, Flash Professional, Photoshop, Illustrator, TextMate including commercial knowledge of InDesign, Premier, 3DSMax and Maya.

Development

Professional knowledge of PHP Python, MySQL, XHTML, CSS, JavaScript & Actionscript (2 & 3):
- Developed multiple custom systems and web sites such as content management systems, customer relationship managers, micro sites and APIs;
- Built an innovative donation portal called Mosaicappeals.com from scratch;
- Professional understanding of MVC/MVP frameworks and have worked with a range such as CodeIgnitor and PureMVC, and have extended them to suit projects needs;
- Created a range of web sites using and modifying tools such as WordPress, Drupal, CMSMS, Joomla, OpenCart, osCommerce and Moodle;
- Developed a custom YouTube Brand Channel Gadget for the Davos Debates built purely in OOP Actionscript 2 using the Google GData, Gadgets, YouTube Contest and Player APIs;
- Developed a number of Actionscript 2 & 3 applications, web sites and creatives such as client-facing presentation viewers, resource managers, advertising showcases;

Professional knowledge of Google and YouTube products and APIs:
- Developed a number of applications using the Google Maps API (JavaScript & Actionscript), notably the Coutt s Location Tool;
- Developed a number of gadgets using Gadgets API including the YouTube Davos custom Gadget that incorporates Google AppEngine and YouTube Contest API;
- Worked on the development of the YouTube Symphony Orchestra brand channel gadget;
- Created YouTube/last.fm mash-up using GData API, Gadgets API (gadgets.* and legacy) and YouTube Search and Player APIs;
- Created a range of content management system back ends using the Google AppEngine platform;
- Developed a number of Actionscript 2 & 3 classes including an improved YouTube player API, better GData loading and improved display APIs;

Professional knowledge of web server systems such as BSD, Linux and Windows;

Working knowledge of developing IPTV applications including setting up the infrastructure for the streaming of live video feeds;

Developed an innovative collaboration system that uses an interactive table and client computers and is routed through multiple servers on an internal infrastructure;

Design

Professional knowledge of designing and creating interaction and journeys for digital briefs:
- Designed a number of web sites, micro sites, gadgets, multimedia adverts and custom components for the web built with Flash and XHTML/CSS/JavaScript;
- Created, animated and added interaction to a number of multimedia adverts;
- Designed a number of YouTube brand channel concepts for the likes of TopGear, BMW, Ford, GE, Nissan, and Blackberry;
- Full understanding and implementation of layout and design principles such as KISS and YAGNI;

A keen understanding of user interaction and journeys throughout digital products;

Comfortable and familiar taking on challenging creative briefs;

Experience in managing and contributing to brainstorms;

An appreciation for the potentially unique design and layout requirements needed for Flash traffic drivers and destination sites;

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Experience

June 2009 - Present

Front-end Developer

Enrich Social Productions Limited

Worked on application created in Ruby on Rails and skinned the view code created by Rails scaffolding using a combination of XHTML, CSS and jQuery JavaScript;

Creating a custom FLV video player built around a set of chromes that allow user voting, in-video advertising and the ability to embed on external web sites;

Worked on the user experience and interface of the web site as well as aiding with the design and front-end HTML5, CSS and JavaScript development;

Created a custom hero feature for the boot camp microsite that encompasses the power of custom Flash video player I built;

Created a number of custom carousels for the homepage and competitor pages that are powered by a Ruby on Rails CMS for the backend;

Worked on a number of design proof of concepts for the idea of corporate sponsored minicomps, much like with YouTube Brand Channels;

Integrated Preroll advertising from Tremor Media/Acudeo into the custom Flash player using custom code which I have now released as open source on Github;

July 2008 - June 2009

Creative Services Designer and Developer

TangoZebra, a division of Google

Worked on Flash rich media banner ads, micro sites and advertorial projects in XHTML and CSS for a range of clients such Visit Iceland, RBS, Natwest, Starwoods, Swatch, FT.com and P&G;

Worked on the major re-brand of Gillette;

Designed YouTube Brand Channels for various clients within Automotive, FMCG, Retail, Finance, Entertainments, Public Sector;

Designed and built an assortment of iGoogle themes for numerous global brands;

Developed a custom location tool for the RBS Coutts web site, built on the Google Maps API and created entirely in JavaScript, XHTML, CSS and XML for seamless integration;

Designed and developed an iGoogle mash-up gadget of last.fm and YouTube services that allows users to play their favourite artists songs individually or continuously as a playlist (31,000 hits since November 2008);

Developed a custom YouTube widget for the Davos Questions Brand Channel using the contest API to allow users to view proposed questions and respond by either agreeing or disagreeing and by uploading their own video response (the channel and gadget have been vetted and praised by Google s UX team);

Developed a set of custom Actionscript 2 & 3 classes including an improved and customised YouTube API;

Developed a proxy for the YouTube GData API in Python and hosted on Google AppEngine.

Developed a number of new and innovative YouTube brand channel gadget templates.

Aug 2007 - July 2008

Head Web Designer and Developer

The Bubblegate Company Limited

Designed and developed a range of customised content management web sites for clients including: flower nurseries, fostering agencies, hospital foundations and child learning support agencies built in PHP, MySQL, XHTML, CSS, JavaScript and Flash;

Developed an internal customer relationship manager that supported the day to day operations of the business. Functionality included: task managers, calendars, project management and time lines, ticket system and email client, built in PHP, MySQL, XHTML, CSS and JavaScript;

Developed an intranet for the European Advisory Board for Supplements and Nutritions that allowed their employees to manage their projects, work and tasks as well as having an internal database of key contacts that they could use offline utilising Adobe AIR;

Designed and developed an innovative fund-raising community web site that allowed charities to create virtual mosaics and sell tiles to gain donations (it was nominated as one of the most innovative fund-raising web sites of the year);

Ran a number of AdWord accounts on behalf of clients and increased clients ROI in the range of 20-50%;

Ran search engine optimisation campaigns for a number of clients that resulted in traffic increasing by at least 500% on average;

Prior to Aug 2007

Over seven years of freelancing I acquired over 27 different clients including: printers, music, video, and TV production, political activities, counselling, accountants, paving and many more concurrently studying.

While at university I was able to sufficiently fund my studies through setting up my freelance digital company which is an on-going project I work on in my free time.

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Education

2004 - 2007

First class BA (Hons) degree in Interaction Design
Ravensbourne College of Design and Communication

Learned the fundamental rules of designing for interaction, understanding the user and why interaction must be considered at every stage of design;
Created a number of projects for the web including custom content management systems, TV schedules, IPTV applications and live reporter to viewer chat applications in PHP, MySQL, XHTML, CSS and JavaScript;
Designed and built a number of applications for deployment over IDTV (red button TV);
Implemented one of the first systems that allowed the streaming of real time video to mobile phones (3PG);
Learnt about 3D spaces and interaction within them and constructed a virtual file storage system in 3DS Max;
Created an award winning collaborative project, called Colloco, that centred on the use of an interactive table and integrated seamlessly with client machines; it allowed users to be present at a meeting on the interactive table and those who weren t could log in remotely from any Java or widget enabled machine (The project won a £5,000 award for its innovations; further development has meant extra funding will be sought as well as patents submitted).

2002 - 2004

3 A-levels and 2 AS-levels
Maidstone Grammar School, Mixed Sixth Form

References

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