Ali Saleh

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SUMMARY

I am a creative software engineer and a UX/UI design enthusiast. I enjoy challenges and my mission is to always architect and design user-centered solutions that provide customers with the best experiences.

SKILLS

UX: Define business and functional requirements, User discovery/journeys, Interviews, Surveys, Personas, Scenarios, Wireframing, Mockups, Prototyping, Sitemaps, User testing, Usability sessions, A/B testing
Design: Adobe XD, Illustrator, Photoshop, Sketch
Technical: HTML, CSS, Bootstrap, JavaScript, jQuery, AngularJS, Grid systems, Responsive design, PHP, REST API, Git, WordPress, SEO, Python, Java, C/C++, Databases (SQL and NoSQL)

EXPERIENCE

General Motors   **Warren, MI**
Cloud Automation Engineer (Software Engineer)   July 2018 - present
- Lead development and design of new tools and features using cloud technologies to increase agility, productivity and efficiency through automation
- Engineer and improve virtual machines creation process to better serve app teams and provide them with the best user experience
- Collaborate with architects and infrastructure engineers using a user-centered approach to upgrade and maintain our cloud automation platform with 24/7 up-time
- Establish business/functional requirements and develop wireframes and task flows based on user needs

Cengage Learning   **Farmington Hills, MI**
Web Strategy and Development Intern   August 2017 - March 2018
- Optimized and built customer facing web pages ensuring reusable code standards using front-end technologies and frameworks such as HTML/CSS, JavaScript and jQuery.
- Collaborate with team to ensure users' satisfaction and expose usability problems
- Conduct SEO analysis and recommend changes based on industry's best practices
- Assist with updates to websites and troubleshoot performance and technical issues

Brookside Travel LLC   **Northville, MI**
Website Administrator   September 2016 - February 2017
- Create and update e-commerce content-related web pages using WordPress
- Identify and implement promotional opportunities to increase company's web presence
- Plan and execute web, email, and social media marketing campaigns

PROJECTS

Pictone: A web app that allows users to listen to premade YouTube playlists with stunning slideshow photography. (https://pictoneapp.github.io/)
Milestones: Wireframing, Mockups, Prototypes, Interviews, User testing

Giftify: A high-fidelity mobile app prototype for people to give away gifts randomly and not restrict gifts to monetary values – *won Best Design Award.* (https://tinyurl.com/giftifyapp)
Milestones: User discovery, Wireframing, Mockups, Prototypes

Cultural Mind: A community-based web app for people to expand and share their cultural knowledge about the world. (https://tinyurl.com/culturalmindapp)
Milestones: Requirements definitions, Mockups, Prototypes, Usability sessions, Surveys, Site map

inStock: A Chrome extension to help shoppers find Amazon online products in nearby stores with price, stock, and store info displayed. (https://github.com/alimsaleh/inStock)
Milestones: Requirements definitions, Personas, Scenarios, Wireframing, Prototypes, User testing

EDUCATION

University of Michigan   **Ann Arbor, MI**
User Experience Research and Design   January 2019 - May 2019
Courses: Intro to UX Principles and Processes, Understanding User Needs, Evaluating Designs with Users, UX Design: From Concept to Prototype, UX Research at Scale: Surveys, Analytics, Online Testing

Bachelor of Science in Computer Science   September 2014 - April 2018
Courses: UI Development, App Development for Entrepreneurs, Web Systems, Statistics & Data Analysis