



Haris Ali

UI UX Designer & Developer

As a multi-disciplinary digital creative with over 2 years of experience in UI/UX design & Development. My expertise lies in UI/UX design & Development, wireframing, prototyping, and UX research. I am committed to creating user-centric designs that solve complex problems and create delightful experiences. Seeking opportunities to further enhance my skills and contribute to cutting-edge projects.

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📍 Lahore, Pakistan

WORK EXPERIENCE

UI UX Designer & Developer PieCyfer

03/2021 - Present

Lahore

Achievements/Tasks

- Conducting user research to understand user needs and behaviors.
- Creating user personas, **user flows**, **wireframes**, and **prototypes** to visualize design ideas and solutions.
- **Designing and developing** responsive and intuitive user interfaces (UI) that provide a seamless user experience (UX) across different devices and platforms.
- Collaborating with cross-functional teams, such as product managers, developers, and stakeholders, to define and implement design requirements.
- Conducting usability testing and user feedback sessions to evaluate and iterate design solutions.
- **Optimizing website** and application performance, speed, and accessibility.
- Troubleshooting and **debugging technical issues** with designs and code.

WordPress Developer New Vision Technologies

12/2018 - 01/2020

Rawalpindi, Pakistan

Achievements/Tasks

- **Developing WordPress**-based websites and applications
- Troubleshooting and **debugging WordPress** issues
- Creating and implementing customizations to WordPress core functionality
- **Building responsive** and mobile-friendly websites using WordPress
- Staying up-to-date with the latest WordPress developments and best practices
- **Migrating existing websites** to WordPress
- Training clients on how to use WordPress and its various features.

EDUCATION

BACHELOR OF COMMERCE University of the Punjab

08/2015 - 09/2017

Lahore, Pakistan

SKILLS

Figma

Adobe XD

Adobe Photoshop

Wireframing

Prototyping

Web Design

UI UX Design

UX Research

HTML 5

CSS3

WordPress

PERSONAL PROJECTS

SDASH

- **SDASH is a real estate platform, similar to zameen.pk.** It allows users to search for properties based on their preferences and requirements, and provides them with detailed information about each property, including photos, videos, and maps. SDASH also enables real estate agents and property owners to list their properties on the platform and manage their listings.

Holler

- As a UI/UX designer and developer for the **Holler small shopping project**, I was responsible for creating an intuitive and seamless user experience for online shoppers. My skills in user research, wireframing, prototyping, and front-end development were essential in designing and implementing a responsive and visually appealing e-commerce website.

Midtgaardfarver

- As a WordPress developer, I was responsible for creating and maintaining the website for Midtgaardfarver, **a wall paint shop**. I utilized my expertise in WordPress theme and plugin development to design and develop a visually appealing and user-friendly website that effectively showcased the shop's products and services.

CERTIFICATIONS

Graphic Designing (Basic to Pro) (02/2018 - 05/2018)

Web Designing & Development (04/2018 - 07/2018)

WordPress Development (04/2019 - 07/2019)

PORTFOLIO

<https://developer373.github.io/>