

# SAHED ALI

## Ui/Ux Designer and Web Application Developer

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### Profile

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Highly motivated and experienced professional with a passion for UI/UX Design, Web Application Development, and Blockchain Technology. Proven ability to design and develop user-friendly and engaging interfaces for a variety of applications. Seeking a challenging role as a Business Development Associate, UI/UX Designer, or Web Application Developer at your reputed organization to leverage my skills in technology and management to maximize the efficiency of practical-oriented knowledge among potential clients.

**Leadership - Communication - Problem Solving - Teamwork - Adaptability - Initiative - Time Management**

### Areas of Expertise

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**UI/UX Design:** Proficient in User Research, Wireframing, Prototyping, Usability Testing, Interaction Design (Figma)

**Web Development:** Beginner in MERN stack (MongoDB, Express.js, React, Node.js).

**Graphic Design:** Adobe Creative Suite (Photoshop, Figma, Autodesk Sketch).

**Blockchain Technology:** Understanding of blockchain fundamentals, DApps, Smart Contracts.

**Business Development:** Lead generation, client relationship management, sales pitching.

**Communication Skills:** Strong interpersonal and presentation skills, career counseling.

**Prompt Engineering & AI:** ChatGPT Expert.

### Professional Experience

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**UI/UX Designer,** [\[Quantum International School - Fkk\]](#) **[Farakka, W.B.]** *[Jan, 2023] - [Jan, 2024]*

- Led the design and development of user-centric interfaces for web and mobile applications.
- Conducted user research and usability testing to gather feedback and improve designs.
- Collaborated with developers and stakeholders to ensure seamless implementation of designs.

**Graphic Designer,** [\[Freelance\]](#) **[WFH]** *[Jan, 2014] - [Present]*

- Designed marketing materials including brochures, flyers, and social media graphics.
- Worked closely with the marketing team to create visually appealing campaigns.
- Enhanced brand identity through consistent and creative graphic designs.

**Blockchain Technology Enthusiast,** [\[Freelance\]](#) **[WFH]** *[Jan, 2017] - [Present]*

- Stepped my first foot on Developing and designing user-friendly interfaces for blockchain applications.
- I am currently in the learning phase of Blockchain Technology.

**Digital Marketing Strategist,** [\[AllinOne/ QIS-Fkk\]](#) **[Farakka, W.B.]** *[Mar, 2023] - [Apr, 2024]*

- Developed strategic plans for campaigns across email, social media, SEO/SEM, and display advertising techniques.
- Developed and implemented digital marketing strategies for **1. All in One Services & Consultancy** and **2. Quantum International School -Fkk** in 2022-2023 .
- Oversaw the execution of SEO, SEM, email, social media, and display advertising campaigns, achieving a 12% decrease in cost per acquisition.

**Digital Account Manager,** [\[Quantum International School - Fkk\]](#) **[Farakka, W.B.]** *[Jan, 2023] - [Apr, 2024]*

- Implemented promotional activities such as re-targeting campaigns for e-commerce businesses.
- Monitored the performance of PPC campaigns through Google Adwords.
- Managed and optimized PPC campaigns, resulting in a 5% increase in click-through rates.

### Online Courses & Certifications

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- NCC 'B' Certificate –49 Bengal BN NCC, Kalyani (June 2024) - [View Certificate](#)
- Foundations of Prompt Engineering –AWS Skill Builder (Apr 2025) - [View Certificate](#)

## Education

### KALYANI GOVERNMENT ENGINEERING COLLEGE (KGECE)

Master of Technology in Computer Science Engineering (CSE).

Board: MAKAUT, CGPA: [Present]

Kalyani, Nadia, West Bengal

Sept. 2024 – July 2026

### MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY - W.B.

(In-House) Bachelor of Technology in Computer Science Engineering (CSE).

Board: MAKAUT, CGPA: 8.34

Haringhata, West Bengal

July 2020 – July 2024

### KENDRIYA VIDYALAYA NTPC FARAKKA

Class 12th Science

Board: CBSE, Percentage: 77.80%

Jagannathpur, West Bengal

April 2019 – April 2020

### SOFIA MEMORIAL SCHOOL (HIGH)

Class 10th

Board: WBBSE, Percentage: 70.71%

Khairakandi, Farakka

Jan 2017 – Feb 2018

## Skills

### Programming Language | Markup and Styling.....

Python, Solidity, JavaScript, SQL | HTML, CSS, Tailwind-CSS

### Frameworks | Libraries | Databases.....

NEXT.JS, REACT.JS, NODE.JS, EXPRESS.JS | MySQL, MongoDB, PostgreSQL

### Tools / Platform.....

- Coding: Git, GitHub, VS Code, Xcode.
- Graphic Design And Photography: Figma, Canva, Sketchbook Autodesk | Adobe Photoshop, Snapseed, Lightroom.
- Figma User Experience (UI/UX): Figma, Adobe XD, Autodesk Sketch.
- Illustration: Adobe Illustrator, Autodesk SketchBook, Canva.
- Video Editing: Adobe Rush.
- Color Theory: Adobe Color, Coolers.com.
- Layout Design And Prototyping: Figma, Autodesk Sketch.
- Wireframing: Figma, Uizard, Autodesk Sketch.
- AI : ChatGpt, Midjourney, Microsoft-Bing (Copilot), and 31+ More Ai Tools.

## Projects

### 1. Final Year Project - Btech CSE (DigiVoter)

DigiVoter : Online Voting System Using MERN STACK

2024

DigiVoter is an innovative online voting platform built with the MERN stack for secure and efficient electronic voting for my final year project.

🔗 <https://github.com/iamsahed07/DigiVoter-1>

### 2. THE TRADX : Live Link

The Tradx : Online Learning Platform Using MERN STACK

2024

Tradx: A cutting-edge online platform offering comprehensive resources and expert guidance for mastering the intricacies of forex trading, empowering individuals to navigate the financial markets with confidence and proficiency.

🔗 <https://github.com/iamsahed07/The-Tradx-2>

🌐 Live Link | <https://thetradx.onrender.com/>

🌐 Live Link-2 | <https://the-tradx-2.onrender.com/>

### 3. Local Business and Startup (Please Visit My Portfolio Website)

Created Website, Professional Logos, and Marketing Brochures, and Executed Social Media Marketing Campaign 2022

Developed and launched a website for a small local business store, enhancing its online presence and accessibility. Provided professional logos and marketing brochures to establish brand identity. Additionally, designed and executed a comprehensive social media marketing campaign for a startup, driving brand awareness and engagement, resulting in increased customer acquisition and retention.

🌐 Live Link-2 | <https://sahedali.onrender.com/>