Aleena Ali

■ UX/UI DESIGNER
FRONT & BACK-END
DEVELOPER

◉ Sharjah, U.A.E

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in www.linkedin.com/in/aleenaali

EDUCATION

First Class Honours Degree in Bsc IT

Middlesex University, Dubai

2021 – 2024

Diploma of Higher Education in HTML5, CSS3 & JavaScript

Alison Academy

2024

IGCSE in Business, Psychology & IT

British International School, Ajman

2020

SKILLS

- User experience
- User interface
- App design
- Adaptive web design
- Product design
- Design system
- HTMl,CSS, JS, Python
- AB testing
- User research

PROFILE

Experienced in managing and maintaining web servers and ensuring optimal performance. Skilled in troubleshooting and resolving technical issues swiftly. Proficient in HTML, CSS, and JavaScript, focusing on enhancing user experience and website functionality.

WORK EXPERIENCE

Web Administrator

Falcons Auctions & Private Sales │ Dubai   May 2024 – present

- Ensure 24/7 website uptime and optimal performance through proactive monitoring and troubleshooting.
- Administer and update CMS (WordPress, Drupal, Joomla), maintaining accurate, current, and responsive content.
- Configure and deploy web servers (Apache, Nginx) and SSL certificates for enhanced security.
- Optimize website performance using tools like Google PageSpeed, Gmetrix, and Cloudflare for faster load times and better SEO.
- Conduct regular security audits, apply patches, and configure firewalls to safeguard against threats.

UI/UX Designer (Wix)

Brain Quest │ Remote   Nov 2024 – present

- Designed user-friendly websites and developed brand identity, including logos, typography, and color palettes.
- Created wireframes, prototypes, and high-fidelity mockups to visualize design concepts.
- Conducted user research and usability testing to optimize designs for target audiences.
- Developed responsive, cross-device designs ensuring consistent user experiences.
- Established and maintained design systems for consistency across web assets.
- Collaborated with developers to implement UI elements and ensure design accuracy.
- Contributed to rebranding efforts, aligning visual assets with company goals.
- Ensured accessibility compliance with WCAG standards for inclusive design.
- Monitored and analyzed design performance, iterating based on user feedback.

Senior Digital Designer

Freelance   Sep 2018 – present

- Collaborated with clients to design custom websites, branding, and marketing materials.
- Used Figma, Adobe Creative Suite, and Canva to create high-quality, visually appealing designs.
- Developed responsive websites with WordPress, custom coding, and page builders.
- Managed the entire design process from concept to delivery, ensuring client goals and deadlines were met.

EXPERIENCE

Lead Developer

Website - PokeMatch (Game)

- Designed and launched PokeMatch, a memory game website where players match cards within a time limit to earn scores

Lead Developer

Mobile App - After School Classes (ASC)

- Spearheaded ASC: a student-centered mobile app using MongoDB and Vue.js
- Designed a simple cart system for easy course selection and integrated features for ratings, reviews, and preferences
- Committed to ongoing enhancements for top-notch student service.

Lead Developer

Full functional website - Educational Feedback Management System (EMS)

- Developed a user-friendly website using MongoDB, JavaScript, HTML, and CSS to facilitate seamless communication between students and the platform
- Implemented secure login/signup functionality, allowing students to submit concerns via a form upon logging in

CERTIFICATIONS

- **JavaScript**
- **Data Structure & Algorithms in Java**
- **Introduction to Programing Using Python**
- **Java Application**
- **Website UI/UX Designing using ChatGPT**
- **Responsive Web Designs**
- **Diploma in HTML5, CSS3 and JavaScript**

AWARDS

First Class Honours Degree in Bsc IT

Middlesex University Dubai   2024

Achieved distinction in all three years of my Bachelor's degree

Recognition of my First Class Honours Degree in Bsc IT from Falcons Auctions & Private Sales   2024

I was acknowledged by the company for my contributions and awarded a certificate in recognition of my achievements