I'm web designer & front-end developer with 7 years of professional experience. I'm interested in all kinds of visual communication, but my major focus is on designing web, mobile & tablet interfaces. I also have skills in other fields like branding, icon design or web development.

Earlier I was full-time freelancer for 6 years behind my studio Precise Design. Currently I'm working for little overgrown czech “start-up” called Heureka.cz Restu.cz as a Senior UI/UX designer Product designer.

USER EXPERIENCE LEADER

I FIGHT FOR THE USERS!

Since the web was powered by table-based layouts and flash banners, I have been fighting for user needs and listening to the voice of the customer. Whether I was building an international UX organization, a UI or API platform, or a web app, the goals have never changed:‍

I'm a product designer based in sunny Sydney, Australia.

I enjoy turning complex problems into simple, beautiful and intuitive designs. When I'm not pushing pixels, you'll find me cooking, gardening or working out in the park.

[designer](https://www.adhamdannaway.com/portfolio)

[Product designer specialising in UI design and design systems.](https://www.adhamdannaway.com/portfolio)

[<coder>](https://www.adhamdannaway.com/about)

[Front end developer who writes clean, elegant and efficient code.](https://www.adhamdannaway.com/about)

Part designer

UI design

UX design

Design Systems

Interaction design

"Making it pop"

Part coder

Front-end development

HTML / CSS

JavaScript (kinda)

Swearing at my computer

Eating pizza

Me in a nutshell

I’m a Sydney-based product designer that specialises in UI design and [design systems](https://www.adhamdannaway.com/portfolio/creating-a-lean-design-system). Since 2005, I’ve worked at a range of startups, agencies, tech companies and corporations. I enjoy the challenge of solving complex customer problems and planning the user experience from the ground up, from research and discovery all the way through to the visual designs.

A full-stack software engineer with over 14 years of experience.

EXPERTISE: ponlo de esta manera:

* Web development in React/Angular
* Android development in Java
* RESTful microservices development in NodeJS

I have maintained, developed and launched [multiple projects](https://jtom.me/portfolio/) from scratch, carrying the development of its' back-end and front-end codebases.

My current toolset includes Elixir Language & Phoenix Framework, JavaScript & TypeScript (Node.js as well), Ruby & Ruby on Rails, React, Redux, Angular, Kubernetes, Docker and all the other various frameworks, libraries and technologies related to them.

I can help you with all the sides of your project:

verifying good UI/UX design,

leading/co-developing the back-end and front-end,

setting up the CI/CD,

mentoring the team,

estimating tasks,

researching possible techs,

leading, launching and monitoring the project.

Call me a Swiss Army Knife in terms of software.

Front-end Web Development

I specialize in applications written in both React and Angular. Recently I became also a huge fan of [one-way data flow](https://jtom.me/talks/make-your-components-pure-and-dumb-and-composable.pdf) and [Redux-like](https://medium.com/@jtomaszewski/handling-asynchronous-actions-in-redux-86724ed87c6c) architecture and also typed languages, e.g. [TypeScript](https://medium.com/@jtomaszewski/why-typescript-is-the-best-way-to-write-front-end-in-2019-feb855f9b164).

My current experience and skills in front-end includes:

* lead TypeScript/JavaScript development: bootstraping, refactoring, improving the structure, reliability, build setup;
* full integration of front-end development using tools like [Webpack](https://webpack.js.org/) with features like automatic code reload, code minifications, multiple environments support, CI/CD, Storybook components library, automated testing of accessibility, server-side render and visual snapshots,
* good sense of design and UX,
* huge experience in almost all of the JS ecosystems, by having used in the past many libraries like Next.js, React, Redux, Redux-Observable, RxJS, Angular, Ionic Framework, Backbone, jQuery, Lodash/Underscore and many else.

Back-end Web Development

In back-end development, my current stack involves [Elixir](http://elixir-lang.org/) & [Phoenix](http://phoenixframework.org/), [NodeJS](https://nodejs.org/) and [nest.js](https://nestjs.com/), and [Ruby on Rails](http://rubyonrails.org/).

Nearly every app I have launched in the past had the back-end done also by me. In order to improve the development speed, performance and reliability, I have changed languages and frameworks already multiple times, from PHP, Ruby to Elixir and Node.js; configured servers using just the shell, then Chef/Ansible, and now Docker and Kubernetes.

The lessons I learned while doing all these apps will be useful for me forever, no matter what framework I will use in the next project.

What I can do for you at that side is:

lead development of backends in Node.js/Elixir/Ruby,

splitting the back-end into separate domains and microservices,

cooperation with APIs, remote data synchronizations, cloud servers, asynchronous workers,

using different types of databases (like [PostgreSQL](https://www.postgresql.org/), [MySQL](https://www.mysql.com/), [Elasticsearch](http://www.elasticsearch.org/), [Redis](http://redis.io/))

dividing the servers into different machine nodes / docker containers; database sharding; load balancing,

refactoring existing applications, by improving code readibility, separating concerns into separate functions/classes/modules, taking the business logic out from your request/response layer into separate modules ([DDD](https://en.wikipedia.org/wiki/Domain-driven_design)), and moving the app architecture into an event-based one

writing unit and e2e tests

Thus, not only I have coded their back-end and front-end codebases, but often I also had to care about other things needed in a successful web application project:

good planning of UI and thinking how it affects the UX;

consistency in design and typography;

Search Engine Optimization;

launching, deployment and monitoring the app after the release;

recruiting, onboarding and mentoring team members;

in cases where a good Project Manager was missing, fullfilling his role, in order to save the project from losing time on unneeded things.

I am passionate about building excellent software that improves the lives of those around me. I specialize in creating software for clients ranging from individuals and small-businesses all the way to large enterprise corporations. What would you do if you had a software expert available at your fingertips?

I am a seasoned software expert who has developed products for enterprise clients such as Intuit, Yale University, and Hewlett-Packard (HP), as well as many venture-backed businesses. I specialize in building applications specific to the business needs of my clients. I have done work in

software development,

mobile app creation,

front-end/back-end web,

database/server management,

graphic design,

and SEO / technical writing

Over the past ten years, I have completed over 100 software projects including iOS/Android apps, Mac/Windows programs, Unity/Unreal video games, and web apps.

01. Research

Understand the client’s subject matter completely and build on the knowledge related to it, becoming intimately familiar with the subject matter. Determine methods to address the specific customer’s needs and requirements.

02. Design

Misleadingly thought of as the superficial appearance of a product, design actually encompasses a lot more. It is a cross functional process that includes market research, technical research, design of a concept, and prototype mockup.

03. Develop

Findings from the research and design phases are utilized for the production of specific products including materials, systems, and methods. Engineer utilizing the research and designs to produce commercial products for the customer.

Fast

Fast load times and lag free interaction, my highest priority.

Responsive

My layouts will work on any device, big or small.

Intuitive

Strong preference for easy to use, intuitive UX/UI.

Dynamic

Websites don't have to be static, I love making pages come to life.