

# Maroof Haider

## UI/UX Designer & Frontend Developer

Passionate UI/UX Designer and Front-End Developer with over 10 years of extensive experience in crafting immersive user experiences and bringing ideas to life through visuals. Proficient in various development stacks, adept at all software development phases, and particularly skilled in front-end design.

**LinkedIn:** <https://www.linkedin.com/in/maroof-haider-54380221/>

### EMPLOYMENT EXPERIENCE

#### Shopify UI/UX Designer — Infobridge.io

Aug, 2024 - Present - Colorado Denver, CO · Remote

- Design visually appealing, user-friendly landing pages that drive conversions and enhance the customer journey on Shopify stores.
- Create visually appealing, responsive, and on-brand email layouts that are optimized for both desktop and mobile users.
- Creating intuitive, user-centered Figma designs for e-commerce sites with a focus on conversion and user engagement.

#### Lead UI/UX Designer — Informa

Nov, 2017 - July, 2024 - Karachi

- Collaborating with designers and frontend developers to implement website features
- Proficiently designed wire frames and interactive prototypes utilizing Adobe Creative Suite, Sketch, Figma, and InVision.
- Developed cross-browser compatible websites, ensuring consistent user experiences across various browsers and platforms.

#### UI Designer & Frontend Developer — wizdom.ai

Oct, 2013 - Oct, 2017 - Karachi

- Developing pixel-perfect, responsive web pages using HTML and CSS
- Oversaw the entire lifecycle of engineering systems, from design conception to implementation.
- Conducted extensive research on UX/UI design best practices to deliver innovative solutions tailored to clients' specific requirements.
- Designed intuitive and user-friendly interfaces for websites and mobile applications, leveraging HTML5, CSS3, Sass, Post CSS, Tailwind CSS framework, JavaScript, and j Query. Proficient in beginner-level React.js

#### Senior Web Designer — Cygnis Media, Inc.

Sep, 2010 - Sep, 2013 - Karachi

- Produced custom graphics, logos, and illustrations to enhance the visual appeal of the Facebook app.
- Leveraged HTML, CSS, and j Query to craft visually captivating and engaging web pages.
- Ensured cross-browser and cross-platform compatibility to guarantee seamless website functionality across various environments.
- Implemented optimization techniques to improve website performance, resulting in faster page load speeds and enhanced scalability.

### EDUCATION

#### Pimsat University, BS - Computer Science

2013 - 2017 - Karachi

### GET IN TOUCH

Karachi, Pakistan

**Phone:**  
+92 3442687412

**Email:**  
[creativemaroof@gmail.com](mailto:creativemaroof@gmail.com)

**Portfolio:**  
<https://maroofhaider.com/>

### PROFICIENCIES & EXPERTISE

Figma

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe XD

Mobile Apps Designs

Landing Page Designs

Email Template Designs  
(Personalise Brand)

Single Product Page Designs  
(Shopify, eCommerce)

Wireframing

Prototyping

HTML5 & CSS

Sass, Post CSS

Responsive Mobile Layouts

Tailwind CSS

React.js

Javascript

jQuery

GSAP Framework

Git

Cross Browser Issues

### LANGUAGES

English

Urdu

Hindi