



# Shida Masaya

## UX/UI Designer & Web Developer

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### Education

- [University of the People](#), Bachelor's Degree in Computer Science (Year 1 student)
- Western International School, Graduated High School Diploma, 2020

### Completed courses

- [Harvard CS50 Web Programming with Python and JavaScript](#) (May 2023)
- [freeCodeCamp's Responsive Web Design](#) (Dec 2021)
- [EF SET English Certificate \(C2\)](#) (Aug 2023)

### Key Skills

- **Web Development:** HTML, CSS, JavaScript, Typescript, Python
- **UI/UX Design:** Figma, Adobe XD, User Research, Prototyping
- **Graphic Design:** Adobe Illustrator, Photoshop
- **Content Writing:** English, Khmer

### Portfolio



### Objective

Aiming to leverage my programming and design skills to enhance user experience and online presence for businesses and important causes alike.

### Experience

*September 2024 – Present*

#### **Web designer & developer** • [Bread Design Media](#)

- Design & develop websites for the company and its clients.

*September 2023 – August 2024*

#### **UX/UI designer & developer** • [Tovtrip](#)

- Conducted user research, creating user personas, mapped out user journeys.
- Designed mobile app and web app user interfaces, as well as prototyping demos.
- Assisted developer team with coding the design system, components, and the frontend in general.
- Developed internal dashboard for CEO with NextJS, TailwindCSS & MySQL.

*March 2022 – May 2023*

#### **UX/UI designer & developer** • [UT Market](#)

*Oct 2021 – Present*

#### **Freelancer - Web & graphic design, web development**

- Provides freelance services to clients from several institutions in Cambodia—ranging from companies to NGOs—across various fields by using my skills.
- **Clients include:** [KLAY Auto Service](#), [HLH Auto Parts](#), [Good Time Hospitality](#), [ODC](#), [Hunter Real Estate](#)

### References

- SOS Kamaroudin, Co-Founder of BiKay | +855 16 998 240
- NGETH Moses, Digital Security Advisor | [t.me/ngethmoses](https://t.me/ngethmoses)
- EY Shun, Digital Marketing Manager, Tovtrip Technology Co., Ltd. | +855 96 935 7999

# Skill Set

## I. UX/UI Design

- Experience with Figma and Adobe XD for web and mobile application UI design.
- Conducted user research, including surveys and user persona creation.
- Mapped out user journeys to enhance overall user experience.
- Prototyping interactive Figma designs.
- Wrote documentation for developers, and organized design system.

## II. Web Development

- Proficient in HTML, CSS, JavaScript & TypeScript.
- Experienced with React Next.js for frontend CSR & SSR development, familiar with Vue.js, HTMX.
- Proficient with TailwindCSS, familiarity with Bootstrap and other CSS libraries & frameworks, able to work with and create new design systems.
- Backend development with basic Node.js, specialized with Django and Django Rest Framework
- Focus on accessibility, responsiveness, and SEO.
- Familiarity with hosting, domain management, use and maintenance of dedicated Linux VPS, and able to use cloud providers such as Vercel & Netlify.

## III. Graphic Design

- Skilled in Adobe Illustrator and Photoshop.
- Created infographics, advertisement posters, brochures, menus, banners, business cards.
- Expertise in composition, color, and typography.

## IV. Video Editing & Teaching

- Has [YouTube channel](#) teaching Figma & other digital skills.
- Familiarity with Davinci Resolve for video editing.
- Has created video tutorials to explain clients how to use website CMS & backend.