

# NICOLE D'SOUZA

## WEB DEVELOPER, UI/UX DESIGNER

---

NICOLEDSOUZA.ME

050-5029204

NICOLE.DSOUZA@MAIL.COM

### EXPERIENCE

AFME (Al Falak Middle East) / Parcx Software - Dubai, UAE

APR. 2018 - PRESENT

Software firm that specializes in web development and B2B enterprise software. Clients include Emirates, Dnata, Siemens and local government organizations.

Web Developer, UI/UX Designer

- Developed an e-commerce website for sporting and entertainment event tickets in Saudi Arabia; selling between 19,000 and 69,000 tickets per event
- Led complete redesign of the booking process, developing interactive SVGs for stadium and seating layouts, which resulted in increased conversion
- Designed and developed the front-end interface for 2 web-based parking management systems; prioritized and resolved new features and bug fixes
- Created a WordPress knowledge base for software documentation, improving client onboarding and reducing time spent on administrative tasks
- Designed animated tutorials for parking terminals, reducing transaction time and improving user experience and engagement
- Built the front-end interface for a hardware dashboard that tracks equipment connectivity, performance and downtime at client facilities
- Developed Android and iOS applications using React Native.

Al Mana Retail - Dubai, UAE

MAY 2016 - DEC. 2017

Retail group that operates 55 Fortune 500 brands across the Middle East and Ireland. I was assigned to the British entertainment retailer hmv (His Master's Voice).

Digital Design Coordinator (UI/UX) (DEC. 2016 - DEC. 2017)

E-Commerce Content Assistant (MAY 2016 - NOV. 2016)

- Analyzed the impact and effectiveness of UI changes on customer retention; identified customer behavior and recommended website modifications
- Created graphics and animated video content for digital, print and outdoor advertising; assessed customer response to create targeted messaging and inform future design concepts
- Prepared e-commerce report templates and filters for HansaWorld ERP system

## [Tehama Group Communications - Chico, California, USA](#)

AUG. 2015 - DEC. 2015

Digital agency managed by Journalism staff and students at California State University, Chico. Serves clients throughout California and Texas.

### Web Developer (Intern)

- Led full redesign of website for an American non-profit organization, increasing website donations by 11%
- Managed 1 direct report (photographer, marketing associate) and coordinated with designers and PR staff towards the successful launch of 2 websites

## TECHNICAL SKILLS

Advanced: HTML5, CSS3, JavaScript ES6, jQuery, PHP

Intermediate: C#, ASP.NET, React Native, Umbraco, WordPress, Angular, Knockout JS

Beginner: Node JS, React

## DESIGN AND DEVELOPMENT TOOLS

Design: Sketch, Photoshop, Illustrator, Keynote

Versioning and Other Tools: Git, Azure DevOps (CiCd), Amazon Web Services (Lightsail)

Product Testing: Katalon Studio

## EDUCATION

### [Microsoft Professional Program, Front-End Development](#)

2018 - 2019

Microsoft

Project-based learning in JavaScript, jQuery, Angular, Microsoft Azure and DevOps. For my capstone project, I designed and developed an e-commerce web application using Angular.

### [Bachelor's Degree, Journalism \(Digital Communication\)](#)

2011 - 2015

California State University, Chico - Chico, California, USA

An interdisciplinary program that covered web development, digital media, graphic design, writing, editing and introductory computer animation.