NICOLE D'SOUZA
WEB DEVELOPER, UI/UX DESIGNER

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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
- Developed an Android and iOS application 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)

- Developed video content for retail display and social media marketing campaigns, using a combination of original 2D content and supplier-provided video
- Created graphics for a range of purposes, from digital, print and outdoor advertising to product packaging, employee uniforms and retail signposts
- Researched and proposed improvements to website merchandising, site technology, content, design and user interaction
- Gathered and analyzed data from Magento and Google Analytics to identify ways to improve SEO, convert visitors to purchasers and lengthen visits
- Ensured all visual assets met brand standards and aligned with brand image and style

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

Web Developer (Part-Time)

- 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: React Native, Umbraco, WordPress, Angular, Knockout JS
Beginner: Node JS, React, C#, ASP.NET

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.