**Nicole D’Souza, Web Designer/Web Developer**

**Technical Skills**

Web Technologies: HTML5, CSS3, jQuery, JavaScript, Git, Bootstrap, basic PHP

Design Tools: Sketch, Adobe Photoshop, Illustrator, InDesign, Dreamweaver

**Professional Experience**

**Web Designer, Web Developer Apr. 2018 – Present**

Al Falak Middle East – Dubai, UAE (Software Development Agency)

* Develop front-end interfaces for websites and web-based applications using HTML, CSS, jQuery, JavaScript and PHP
* Program responsive websites for a seamless browsing experience across all devices and browsers
* Design wireframes and user interfaces for websites and software applications, including e-commerce sites, point-of-sale terminals and KPI dashboards
* Test and debug websites and web applications
* Design graphics, animations and icons for client projects

**Graphic Designer, Marketing Coordinator Dec. 2016 – Dec. 2017**

Al Mana Lifestyle / His Master’s Voice – Dubai, UAE

* Planned, implemented and monitored the brand’s social media strategy to increase sales and improve brand awareness in the GCC region
* Designed engaging and emotive graphics for print and digital; managed advertising campaigns on Facebook and Instagram
* Created multilingual graphics in English and Arabic using provided translations
* Produced and edited video content for social media marketing campaigns
* Reviewed and moderated all visual assets, ensuring they met brand standards and aligned with brand image and style

**E-Commerce Content Assistant May 2016 – Nov. 2016**

Al Mana Lifestyle / His Master’s Voice – Dubai, UAE

* Designed and developed email marketing communications to highlight e-commerce products
* Conducted user acceptance testing to identify and troubleshoot website bugs
* Gathered and analyzed data from Magento and Google Analytics to identify ways to increase SEO, convert visitors to purchasers and lengthen visits
* Researched and proposed improvements to website merchandising, site technology, content, design and user interaction
* Designed graphics and banners for the e-commerce website and blog

**Web Designer, Web Developer (Intern) Aug. 2015 – Dec. 2015**

Tehama Group Communications – California, USA

* Designed and developed responsive websites to enhance clients’ online presence
* Regularly communicated with clients to monitor project goals and timelines; maintained positive relationships with clients to ensure high levels of satisfaction
* Managed and maintained the agency’s social media channels, website and blog

**Education**

**California State University – California, USA** 2011 - 2015

B.A. Journalism

**Certifications**

**Google AdWords Display Certification** Expires February 2019

**Google Analytics Individual Qualification** Expires August 2019