Nicole D’Souza

Web Developer, UI/UX Designer

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**Technical skills**

**Programming Languages:** HTML, CSS, JavaScript, basic PHP, basic C#

**Frameworks/Libraries:** jQuery, ASP.NET, Angular, Bootstrap

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

**PROFESSIONAL EXPERIENCE**

**WEB DEVELOPER, WEB DESIGNER** at Al Falak Middle East

Dubai, UAE – Apr. 2018 to Present

Web Development

* Develop front-end interfaces for websites and web-based applications
* Develop responsive interfaces for a seamless browsing experience across all devices and browsers, using a mobile-first approach
* Debug websites and find solutions to cross-browser compatibility issues
* Implement custom themes on content management systems such as Umbraco and WordPress
* Write client-side scripts for front-end operations and communication with back-end web services using JavaScript, jQuery and AJAX
* Conduct unit tests and full-cycle testing for websites, mobile apps and desktop programs using Katalon Studio

UI/UX Design

* Design user interfaces for websites, Android apps and desktop programs
* Create wireframes, storyboards, user flows and site maps
* Design 2D animations, graphics and icons
* Ensure that visual standards and brand image are maintained throughout the product interface

**DIGITAL DESIGN COORDINATOR** at Al Mana Lifestyle

Dubai, UAE – Dec. 2016 to Dec. 2017

* Designed graphics for print and digital, including social media posts, website banners, in-store advertising, billboards, mall posters and in-store signage
* Created multilingual graphics in English and Arabic using provided translations
* Produced and edited 2D video content for marketing campaigns
* Reviewed and moderated all visual assets, ensuring they met brand standards and aligned with brand image and style

**E-COMMERCE CONTENT ASSISTANT** at Al Mana Lifestyle

Dubai, UAE – May 2016 to Nov. 2016

* Designed and developed email marketing newsletters to highlight products on the website
* Gathered and analyzed data from Magento and Google Analytics to identify ways to improve 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 website

**WEB DEVELOPER INTERN** at Tehama Group Communications

California, USA – Aug. 2015 to Dec. 2015

* Designed and developed responsive websites to enhance clients’ online presence
* Regularly communicated with clients to monitor project goals and timelines

**EDUCATION**

**Microsoft Professional Program, Front-End Web Development**

Microsoft – 2018 to 2019

**B.A. Journalism/Digital Communication**

California State University, Chico in California, USA – 2011 to 2015

* Areas of study: Writing, Graphic Design, Web Development, Introductory Computer Animation
* Worked as a web developer for Tehama Group, a university-managed digital agency

**INDEPENDENT COURSEWORK**

**Front-End Web Development, Web Design**

Treehouse Online Learning – 2017 to 2018