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

**Technical Skills**

Technology Summary:

HTML5, CSS3, jQuery, JavaScript, AJAX, PHP, ASP.NET, Bootstrap, Git, Agile/Scrum

Design Tools:

Sketch, Adobe Photoshop, Illustrator, InDesign

**Education**

**Microsoft Professional Program, Front-End Web Development**(Expected April 2019) 2018 – 2019

Microsoft Academy

**Bachelor’s Degree, Journalism** 2011 – 2015

California State University, Chico – California, USA

**Professional Experience**

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

Al Falak Middle East – Dubai, UAE

Web Development

* Develop front-end interfaces for websites, e-commerce sites and web-based applications (PHP, ASP.NET framework)
* 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 custom client-side scripts for front-end operations using JavaScript and jQuery
* Conduct unit tests and full-cycle testing for websites, mobile apps and desktop programs using Katalon Studio

UI/UX Design

* Develop and implement UI and UX design for websites, e-commerce sites, 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, Content and Visual Merchandising Coordinator Dec. 2016 – Dec. 2017**

Al Mana Lifestyle – 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 – 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