**Aleem Mohammed**

**(User Experience Designer)**

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**PROFESSIONAL SUMMARY:**

* Over 6+ years of experience in software development as a UI Developer and UI/UX Designer in various environments.
* Experience in web development with a strong background working on open source technologies, including HTML/HTML5, CSS3 etc.
* Experience in UX design with a strong background working in Wireframes (low fidelity and high fidelity) Prototypes, Mock-ups, Storyboard and User Flows.
* Translate business requirements into wireframes, screen mock-up and prototype.
* Experienced in breaking up layered PSD into HTML using CSS.
* Experienced in designing, developing, delivering and implementing data-driven desktop and Web applications for clients and assisting in the development and maintenance of company Web applications (Internet and Intranet)
* Strong problem solving ability and analytical skills and able to integrate quickly into team and work independently toward team goals.
* Strong exposure to Adobe tools - Photoshop, Dreamweaver, Illustrator and Flash.
* Extensive experience in visualization, creating visual designs, Product Logos, developing high quality of work, maintaining team, and design reviews, handling whole project through its life cycle.
* Strong experience in SEO (Search Engine Optimization) and Progressive Enhancement.
* Exposure in Responsive Web Designing, Strong experience in Unit Testing, Integration Testing.
* Expertise in effective interactive design solutions that meet business, project, and design goals, based on standards and guidelines.
* Skilled in conceptual development of Web-based Projects, including Project Strategy, Functionality, Information Architecture, Navigation Systems.
* Extensive experience in attending client calls, Provide the estimate of effort required to complete a unit of design task to ensure the completion of job within given timeframe.
* Worked with BA to develop and iterate design mock-ups, user stories and other design doc.
* Handled multiple projects and had a review with whole project at the end of the course.
* Very quick learner and keen to adopt new technologies.
* Strong team playing skills coupled with the ability to build excellent customer relations.

**Technical Skills:**

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| **Web Technologies:** | HTML 4.0/5, XHTML, CSS2/CSS3 |
| **Framework:** | JQuery, Angular.js |
| **IDE & Tools:** | MS Visual Studio for web, Dreamweaver, Eclipse2.x/3.x.,Notepad++, Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe Indesign CS6, Omnigraffle, Microsoft Visio, Balsamiq mockups etc.. |
| **Operating Systems:** | Windows 2000/XP/Vista/7/8,Linux, Mac OS X, |

**CLIENT: Fidelity Investments, Cary, NC Oct'2014-to Present**

**Role: UX Designer**

**Project Description:** Fidelity Investments manages a large family of mutual funds, provides fund distribution and investment advice services, as well as providing discount brokerage services, retirement services, wealth management, securities execution and clearance, life insurance and a number of other services.

**Roles and Responsibilities**

* Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.
* Created concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specifications for mobile/tablet.
* Conducted stakeholder interviews and both remote & in-person user interviews and usability tests. Created click-throughs and prototypes for web and mobile/tablet for use during tests. Synthesized and compiled findings to inform UX strategy.
* Designing and developing dynamic web pages using HTML5, Bootstrap, LESS CSS.
* Performed all tasks from UI design and implementation to writing code for various features.
* Front-end validations are done using JavaScript.
* We have followed with Agile and Scrum development methodologies.
* Interacted with java controllers (jQuery, Ajax, and JSON to write/read data from back end systems).
* Designed mockups and wireframes using Balsamiq and Adobe Photoshop according to Fidelity standards.

**Environment:** HTML, CSS, Agile methodology, Balsamiq mockups, Adobe Photoshop and Adobe Illustrator.

**CLIENT: Farmers Insurance, Los Angeles, CA Jun'2013-to Sep' 2014**

**Role:UX Designer**

**Project Description:**The Farmers Insurance Company which started off as a simple car insurance company for the farmers is now a multi-company insurer and financial services group with a solid reputation. It has approximately 50,000 sales agents in offices across the U.S.

**Roles and Responsibilities**

* Designed and implemented the whole web site using **HTML, CSS and JavaScript.**
* Performed all tasks from **UI design and implementation** to writing code for various features
* Overhauled Farmer’s Web site to optimize the user experience. Newly launched site catapulted visit-to-lead and visit-to-order ratios, while shrinking page-abandonment rate by 17%.
* Involved in **Design UI Screen, Created several mock up Using Microsoft visio, balsamiq and Adobe Photoshop.**
* Created web page layouts using **HTML/HTML5 and CSS/CSS3.**
* We have followed with **Agile and Scrum development methodologies**
* Debug the application using Firebug to traverse the documents and manipulated the Nodes using **DOM and DOM** Functions using **Firefox and IE Developer Tool bar for IE.**
* Designed and developed various Web forms using **HTML, CSS, and JavaScript.**
* Participated in analyzing the requirements and depicted them through **use cases and scenarios**.
* Participated in **unit testing, integration testing and installation of the system.**
* Extensive experience using **HandleBars and Moustache**.
* Involved in **Web design and development for the UI interface design, graphic design for printed materials and presentations, illustration, logo design. Used HTML, CSS, and JavaScript.**
* Contributed in decision making of the **software and hardware requirements and tool evaluations.**

**Environment:** HTML, CSS, JavaScript, JQuery, AJAX, Agile methodology, Angular JS framework,Eclipse,

**Client:Ariba (An SAP Company), Sunnyvale, CA May'2011-Apr’2013**

**Role:UX Designer**

**Roles and Responsibilities**

* Designed and implemented the whole web site using HTML, XML, CSS, Flash, PHP/MySQL and JavaScript.
* Performed all tasks from UI design and implementation to writing code for various features
* Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities.
* Involved in Design UI Screen, Created several mock up Using HTML, CSS and JavaScript.
* Front-end validations are done using JavaScript.
* Designed and implemented new module for Inventory division.
* Used UI Development using HTML, and coded Java components which Retrieves data using SQL from Oracle database.
* Designed and developed various Web forms using HTML, CSS, and JavaScript.
* Participated in analyzing the requirements and depicted them through use cases and scenarios.
* Participated in unit testing, integration testing and installation of the system.
* Involved in Web design and development for the UI interface design, graphic design for printed materials and presentations, illustration, logo design. Used HTML, CSS, and JavaScript.
* Contributed in decision making of the software and hardware requirements and tool evaluations.

**Environment:** HTML, CSS, JavaScript, JQuery, AJAX, Usability Testing, Agile methodology, Eclipse.

**Client:ICICI Bank Ltd, INDIAMay'2009-Mar'2011**

**Role:Web/UI Developer**

**Description:** ICICI Bank is India’s second largest bank with total assets of about US $38.5 billion. It provides all kinds of finance needs from securities to auto finance, banking, corporate and retail. CMD Issue Collection Application was developed for Collection of Application money in respect of IPO/Bonds/Debt instruments by Capital Market Division (CMD) branch and other identified branches of ICICI Bank Ltd. The software application facilitated data entry for generating various Reports.

**Roles and Responsibilities**

* Design the **UI layer for the application used for Legacy Migration**.
* Analyzed, **Designed and developed the system to meet** the requirements of users.
* Participated in **daily pulse of the application** to come up with UI and provide best possible recommendations for the application from **UI standpoint.**
* Developed screen functionality using **HTML, CSS, JavaScript and JQUERY.**
* Used AJAX for implementing part of the **functionality for Customer Registration, View Customer information modules.**
* Developed **UI using JavaScript, HTML,CSS, JavaScript validations and XML.**
* Implemented interaction between **frontend and backend using the JSON object.**
* Wrote Cross **Browser code of CSS and JavaScript, Angular.jsfor Internet Explorer and Firefox.**
* Written **CSS to provide table free layout to user interface screen.**