

# SALAHEDDIN ABUEIN

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Accomplished creative professional with a proven track record of success in various industries, including startups, media, e-commerce, and finance. Fluent in both Arabic and English, with excellent communication skills and the ability to effectively utilize a range of digital and technical skills. Eager to continue learning and take on new challenges. Seeking an IT position where I can utilize my strong code writing and problem-solving abilities to drive results and contribute to the success of your organization.

## CORE COMPETENCIES

- **Communication skills:** Highly effective communicator with strong team collaboration skills. Demonstrated ability to actively listen and support a diverse range of stakeholders under tight deadlines. Proven track record of delivering successful live presentations and one-on-one training sessions.
- **Digital skills:** Graphic design and front-end web development expert with a track record of delivering successful projects for diverse clients. Proficient in creating and managing social media profiles for businesses, resulting in increased customer engagement and improved brand recognition.
- **Technical skills:** Skilled in the development of full-stack applications using modern web technologies, with a thorough understanding of server and database management.

## EMPLOYMENT HISTORY

**Front-end web developer & designer** | Suade Labs, London April 2022 – Nov 2022

- Developed a better front-end user interface (UI) that increased leads by 30%.
- Oversaw the maintenance and updates of the CMS and SaaS integrations, resulting in a consistently high-performing website.
- Created semantic and responsive web pages and style sheets from the ground up.

**Graphic editor** | Vubiquity, London Jan 2018 – Nov 2021

### *Role History:*

**Graphic editor** (July 2019 – Nov 2021)

**Localisation coordinator** (Jan 2018 – July 2019)

- Implemented an automated system for internal image processing.
- Compiled metadata, images, and related asset files, created XML files for synchronised Arabic and English subtitles.
- Oversaw all aspects of the daily production, sourcing, and delivery of poster art and episodic imagery for movie and TV content, including quality control and establishing partnerships with different studios.
- Maintained and organised the company database of artwork files. Managed affiliate artwork requests and liaised with content providers.
- Lowered localisation costs, reduced the need for outsourced subtitling and captioning services.
- Published premium, transactional and subscription on-demand video content on both OTT and IPTV streaming service.
- Liaised with in-house traffic, media services, operations, planning and editorial teams.
- Coordinated and supported tight schedules for the client.

**WordPress developer** | Ashaam, London

Nov 2016 – April 2022

- Led the development of the company's website and online shop.
- Created logo and branding, published updates on various social media platforms.
- Managed marketing campaigns using Mailchimp, oversaw initiatives to increase sign-ups and build the email database.
- Formed partnerships with business owners, artists, non-profit organisations, and small and medium-sized enterprises in occupied Palestine, Lebanon, Syria, Jordan, and Egypt.
- Organised the 70<sup>th</sup> commemoration of the Nakba in 2018, a two-day event entitled 'Palestine on the Thames – Nakba in my Present'.

**Sales specialist** | Rosetta Stone Bookshop, London

August 2017 – Dec 2017

- Created daily sales reports.
- Provided help and support to customers.
- Advised on acquisitions of new titles in English and Arabic.
- Created graphic designs for event promotion on social media.
- Initiated and implemented the addition of an art prints and postcards section.

**EDUCATION**

**Computer Science MSc**, Sep 2019 – Present  
**Birkbeck, University of London**, UK.

**Bachelor of Business Administration**, Sep 2004 – June 2008  
**Birzeit University**, Ramallah, occupied Palestine.

**TECHNOLOGICAL PROFICIENCY****PROGRAMMING LANGUAGES,  
FRAMEWORKS, LIBRARIES  
AND TOOLS:**

Adobe Photoshop, AngularJS, Apache, AWS, Azure, ChatGPT, CSS, CSS3, Django, Figma, GCP, Ghost, Git, GoTo Webinar, Google Search Console, Handlebars, HubL, HubSpot, HTML, htmx, HTML5, Java, JavaScript, JSON, JSONP, Jira, jQuery, Laravel, LibreOffice, MariaDB, Matomo, MongoDB, MySQL, NQL, Node.js, NoSQL, Office, PHP, PNG, PDF, PostCSS, PostgreSQL, PrestaShop, Python, React, Sass, SEO, SGML, SQL, SVG, TypeScript, UML, Vue.js, WebGL, Workable, XHTML, XML, XSLT, YAML, Zend Server, Zendesk, iWork, vBulletin, WordPress, Cypress, Magento, Mailchimp, and VMware.

**OPERATING SYSTEMS:  
PREFERRED TOOLING:**

Linux (GNU Coreutils & Bash scripting), and Windows.  
Chrome DevTools, VS Code, and Wireshark.

**PERSONAL INTERESTS:**

- Hiking – including organizing hikes for the general public.
- Mountain biking.
- Photography.