

SAJJAD HAQ

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DIGITAL MARKETING TECHNOLOGY SPECIALIST (FRONT-END & UX/DESIGN)

A collaborative and detail-oriented technologist with 3+ years of experience delivering world-class digital experiences across web and email platforms. Proven ability to translate marketing campaign goals into responsive, accessible, and high-performing front-end solutions. Expertise in modern UI development, rapid prototyping in Figma, and data-driven email marketing campaigns.

TECHNICAL SKILLS

Programming: HTML5, CSS3, JavaScript (ES6+), TypeScript, Python

Frameworks & Libraries: React (Hooks, Context), Next.js 14, Node.js

UI & Design: Tailwind CSS, shadcn/ui, Figma (Prototyping, Wireframing), Responsive Design, WCAG Compliance

Marketing & CMS Tech: Email Marketing (Strategy & Automation), Supabase (CMS/Backend), REST APIs, Google Analytics, SEO Best Practices

Tools & Platforms: Git, GitHub, Vercel, Workfront, JIRA, Confluence (Familiarity)

PROFESSIONAL EXPERIENCE

CERAMIC CATALYSTS, South Barrington, IL

2022–2025

Founder / Lead Digital Technologist

Led end-to-end design, development, and marketing technology initiatives for 50+ clients in the auto detailing industry, translating business needs into high-impact digital solutions.

- **Email Marketing & Lead Generation:** Designed and executed targeted email marketing campaigns with a focus on simple, effective copy and clear calls-to-action, achieving high open and response rates that drove significant client acquisition.
- **UX/Design & Prototyping:** Created wireframes and high-fidelity prototypes in Figma to validate UI/UX concepts before development, ensuring all web applications were intuitive and aligned with campaign goals.
- **Front-End Development:** Architected and built responsive, sub-second landing pages and web applications using React, TypeScript, and Next.js, resulting in a 40% reduction in bounce rate and a 41% increase in form completions.
- **Performance & Accessibility:** Ensured all web properties adhered to WCAG standards and SEO best practices, optimizing images and code to maximize performance and search visibility.
- **AI & Automation:** Developed an AI-powered SMS/voice bot that increased client lead-to-call rates by 50% by providing instant, 24/7 responses.

PORTFOLIO & PROJECTS

- **Articulate & Refine – AI-Powered Essay Analyzer** | essay.sajjadhaq.com
Engineered an AI-powered writing assistant by integrating the Google Gemini API into a streamlined React UI. Prototyped the entire user workflow in Figma to ensure an intuitive content editing and analysis experience.
- **GamerGrave – Game Discovery Platform** | gg.sajjadhaq.com
Architected a full-stack discovery platform using Supabase, focusing on a highly performant and accessible user interface. Implemented image optimization strategies that reduced page load times by over 75%.
- **Simple Phonics – Interactive Learning App** | phonics.sajjadhaq.com
Designed and developed a responsive, multi-language learning application. Focused heavily on UX/UI challenges, implementing native-like mobile gestures and full right-to-left (RTL) language support for a global audience.

EDUCATION

Northern Illinois University, DeKalb, IL

Bachelor of Science in Computer Science, May 2025