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   **Jan 2022 – Jun 2025**
Founder / Lead Digital Technologist
Founded and led a digital agency serving 50+ clients in the auto detailing industry. Architected and deployed a suite of web applications and automation tools that significantly improved client revenue and operational efficiency.

Representative Projects:

Lead Generation Platform & Performance Optimization (Approx. 15 Clients)   Jan 2022 – Dec 2023
- Led the design and development of high-performance landing pages using React and Next.js, cutting load times to sub-1 second.
- Engineered responsive and accessible user interfaces, resulting in a 40% reduction in bounce rates and a 41% increase in lead form completions.
- Prototyped all major UI/UX flows in Figma and ensured WCAG compliance.

AI-Powered Communications Automation (Approx. 10 Core Clients)   Sep 2022 – Mar 2024
- Developed and integrated an AI-powered SMS/voice bot that provided instant lead responses, increasing client lead-to-call conversion rates by 50%.
- Implemented an automated appointment confirmation system that reduced no-shows by 25%.

Custom CRM & Analytics Dashboards (Approx. 25 Clients)   Mar 2023 – June 2025
- Designed and deployed automated CRM dashboards that provided real-time business insights, helping clients increase their average revenue by over $50K annually.
- Integrated various third-party APIs to consolidate data from multiple sources into a single, unified view.

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