

# Yousuf Sadikot

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## Summary

15+ years of experience in UI Web Development, Design and Digital Space helping both start-ups and Fortune 500 companies to strategize design and develop innovative web and mobile applications.

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## Technical Skills:

### Front-end framework / JS liberties:

HTML5, CSS3, Saas, Less, JavaScript, Bootstrap, Foundation, Material Design, jQuery

### Single page Frameworks:

Angular, React, Vue.js,

### Server-side/ RESTful API

SQL, ASP.NET Web API, Node.js, MongoDB, Firebase

**Front End Platforms:** Desktop, Responsive. IOS, Android

**Designer/Creative tools:** Adobe Photoshop, Illustrator, InDesign, After Effects

**Wireframe/ Prototype:** Sketch, Axure, inVision, Figma

**CMS:** WordPress, Drupal, Joomla, Enterprise level CMS

**MS Office development:** SharePoint, Access, Excel, Microsoft Project, Microsoft Visio, PowerPoint

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## Professional Experience

**Senior UX/UI Designer and Web Application Developer**  
**RBC Wealth Management**  
**Toronto, Ontario**

**Mar 2017 – October - 2023**

- Designed and developed multiple web application initiatives for RBC Wealth Management Service, emphasizing impactful solutions that meet business objectives and enhance user experiences.
- Conducted thorough user research and collaborated closely with stakeholders to gain deep insights into user behaviors, needs, motivations, and challenges.
- Utilized research findings to design intuitive interfaces and ensure efficient usability, aiming for a seamless user experience.
- Employed prototyping tools like Sketch / Figma and others to create wireframes and prototypes, ensuring strict adherence to industry-recognized design standards and RBC design standards for layout, navigation, UI components, color schemes, typography, and visual elements.
- Lead the UI development process and break down high-level development activities into detailed modular components.
- Collaborated closely with database developers to design and implement RESTful APIs and UI solutions, ensuring seamless communication with APIs and fostering effective collaboration.
- Played an integral role in the creation of configuration, build, and test scripts tailored for Continuous Integration environments, enhancing overall efficiency and testing within the development process.
- Actively participated in the deployment pipeline process, optimizing web application delivery for efficiency, reliability, and high quality.
- Authored user documentation for efficient utilization and understanding of the application.

- Expertly provided application user support, addressing inquiries and ensuring smooth user experiences.
- Gathered user feedback and facilitated code reviews and debugging sessions to uphold code quality, improving the application's user experience and performance.

**Projects:**

- Client wealth management service tracking systems, Service Reports and Dashboards used by Financial Advisors, Financial Specialist, Financial Analyst and consultants across RBC Wealth Management and its subsidiaries.
- Collaborative contributor to enhancing client-facing wealth projection web application through the front-end development of new features and specialized financial calculators.

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**Measurement Solution Specialist**  
**TD Bank**  
**Toronto, Ontario**

**September 2016 – Mar 2017**

- Implemented and oversaw the ongoing rollout of Adobe/Omniture analytics products, encompassing Adobe Analytics (Omniture), Discover, Test & Target, Report Builder, Floodlight/Spotlight tagging, and Audience Manager across TD's online platforms, ensuring that these tools were effectively utilized and coordinated to gather valuable insights and data from the online properties.
- Collaborated with product owners to identify key user indicators and pain points, enabling to strategize the creation of tagging scripts for enhanced data collection to integrate analytics into strategic-minded dashboards, program-based reports, and ad-hoc analyse.
- Supported in developing implementation documentation, use case development, training documents, and analytics quality assurance.
- Developed and maintained a focal point relationship with Adobe Analytics (Omniture) implementation activities.
- Ensured the timely delivery and accuracy of documentation and technical coding (JavaScript) via Tag Management System.
- Provided training, and validation support to quality assurance/testing teams.
- Fostered strong relationships with key stakeholders and worked collaboratively to identify opportunities to leverage existing technology or methodology for quick wins.

**Projects:**

TD Insurance, TD Bank (US), TD Wealth and TD Public

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**Web Developer / Web Analyst**  
**Scotiabank**  
**Toronto, Ontario**

**Mar 2015 – Sept 2016**

- Develop and deploy high performance, data driven responsive user experiences for Scotia Bank online products by leveraging HTML5, CSS3, JavaScript, JQuery, Bootstrap, Foundation, React and other responsive frameworks for web and mobile platforms.
- Collaborate effectively with the creative team during the creative process and developed reusable templates and components.
- Build new table-less W3C validated XHTML/XML and Implements overall enhancements based on project requirements and strategic priorities for the Secured Scotia online banking.
- Hand-code, analyze, debug, and deliver clean, validated, maintainable code following current bank accessibility guidelines and compliant to WCAG. Ensure cross-browser/cross-platform compatibility.

- Communicate effectively with development team about implementation business initiatives and enhance user experience.
- Ensuring the utilization of internet best practices that support brand guidelines and are optimized including minifying project output with Grunt for multiple online and mobile platforms.
- Developing and enhancing existing code and design, troubleshooting existing defects and markup issues and provide new solutions and contributing to future design and strategic direction. .
- Contribute to the evolution of the Bank's OnLine strategy by identifying new functional and service design elements and customer experience opportunities. Work with internal development team to perform site architecture/technology assessments.
- Lead projects within responsibility through to successful completion. Work within different project managements mythologies like Waterfall and Agile.
- Collaborate in reporting competitive analysis.

### **Projects:**

Enhance Self Service Customer Experience within Scotiabank OnLine, with various channel projects such as:

Investment Portfolios, Money Management, Money Transfer, Manage Accounts, Marketing, Universal Access and others.

### **Product Designer / Web Producer**

**Mar 2007 – Mar 2015**

#### **Neulion / Kylin Global Network**

#### **Toronto, Ontario and Plainview, New York**

- Facilitate creative, technical, and content objectives for client's digital projects, creating intuitive web designs in both the B2B and the B2C fields.
- Manage and design innovative; responsive design of high-performance web pages, and mobile / tablet UI strategies on timely basis and within budget.
- Design responsive web and user interfaces across platforms leveraging an in-depth knowledge of industry standard creative/ software, HTML5, CSS3 and JavaScript frameworks to move seamlessly between different areas of development, design and production.
- Optimize the VOD content ingestion process, input tagging (using tagging strategies and management), and rich metadata including bulk updates using XML, upload, and publish content through Content Management System.
- Proactively and collaboratively work with various internal and third-party content creators to ensure the site is curated and enhanced to drive traffic and increase engagement.
- Consistently monitor Web Analytics to identify patterns and behaviours on site and make key improvements to site design and Search Engine Optimization to increase conversion.
- Present new designs ideas to stakeholders emphasizing product benefits and ROI.
- Recommend and facilitate changes in the current development process, working with product management team and overall improving in product development and customer satisfaction.
- Collaborated in building and successfully launched brand new e-commerce web and mobile applications for some of the Neulion's top tier sports and entertainment clients to deliver live and on-demand content.
- Manage entire lifecycle of web projects from creating landing pages and micro sites to implementing updates and site administration through CMS.
- Designing and managing ad units, banner ad campaigns, responsive e-mail marketing campaigns, newsletter and other online and offline marketing initiatives.
- Collaborate and work with the international team of developers, stakeholders, and vendors to execute initiatives. Highly responsive to critical production issues providing timely and effective solutions.
- Research, evaluate, and recommend new UI trends, technologies / tools used in web application development.

**Projects:**

www.neulion.com | whl.neulion.com | http://www.ufc.tv/ | www.ahl.neulion.com | www.cycling.tv  
www.kylin.com | ww.kylintv.com | www.guaotv.com | www.tv-desi.com | [www.talfazat.com](http://www.talfazat.com)

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**UI Designer****July 2005 - Feb 2007****Visioneering Corp.****Toronto, Ontario**

- Work with external media partners and internal marketing teams to develop campaign strategies, tactics, action plans and timelines based on project scope, schedule and budget.
- Responsible for designing of all visual content for Visioneering ensuring they met corporate standards.
- Designed and managed corporate website including designing product catalogues online and print.
- Design marketing collateral to support national / International marketing events, promotions and product launches.

**Education****Digital Media and Graphic Design Diploma - 2003**

International Academy of Design and Technology, Toronto, Ontario

**Web Design Certificate - 2002**

Ontario Collage of Art and Design, Toronto Ontario

**Bachelor of Commerce, Marketing Major - 1995**

Mumbai University