MUHAMMAD ZAIN UL ABIDEEN

Address: Al Fursan Dammam, Kingdom of Saudi Arabia
Mobile: +966 59 282 2335
Email: zain181992@gmail.com
Portfolio Profile: http://zaincreativity.com/

OBJECTIVE

To succeed in an environment of growth and excellence and earn a job which provides me job satisfaction and self-development and help me achieve personal as well as organization goals.

EDUCATIONAL BACKGROUND

Degree/Certifications	University / Institute
Master in Information Technology (MSC-IT)	University of Arid Agriculture, Rawalpindi
Bachelor in Computer Science (BSC)	University of Punjab, Lahore
HTML and CSS Certified	Template Monster
Website Designing	Artlify

SPECIALITIES

More than 5 years of experience as UI/UX designer and Developer using multiple Technologies like Abode XD, Adobe Photoshop, Abode Illustrator, Zeplin HTML5, CSS, SASS, JavaScript, VUE JS, XHTML, JQuery, AJAX that follows W3C Web Standards, successfully managing all facets of site development, which includes architecture, site deployment, & client management.

- Lead UI/UX website designer for a fast-paced design firm. Created an average of four minor websites or one major website per month.
- Created custom graphics sets for clients, with 99% client satisfaction scores.
- Handled all composition, color, illustration, typography, and branding for client projects. Turned in projects an average of 5% faster than targets.
- Converted 100+ legacy sites to responsive design. Raised UX scores by 35%.
- Adoption of new principles such as responsive design, mobile-first, and adaptive design
- Designing the websites by ensuring it to be in line with company branding policy or the requirement of the client and also deep expertise and hands-on experience with Web Applications and programming languages such as HTML 5.0, CSS, JavaScript, and bootstrap
- Experience in using various IDE's, Visual Studio Code, Net beans, and design tools suchas Adobe XD, Adobe Photoshop, Adobe Illustrator, and Zeplin.
- For Backend using various technology stacks i.e. Asp.net and PHP.
- Experienced in working in an AGILE-based development environment and participating inScrum sessions, Sprint Planning, and Business Requirement gathering sessions.
- Experience in designing and developing Newsletters.
- Ability to handle GitHub, Bitbucket, TFS, Jira, Asana, and other various technologies.

At **Alasala University**, we encourage bold, independent thinking and offer the highest quality in academic experience.

Senior UI/UX designer & developer (Dammam, Saudi Arabia)
(Duration: March 2022– Present)

Responsibilities:

- Worked on Student Information System, LMS & digital library UI/UX design with their development which includes HTML, CSS, bootstrap, SASS and JavaScript.
- Created and maintained UI standards for 20+ websites & dashboard, which included over 100 pages.
- Worked cross-functionally with developers to implement new features and maintain site usability.
- Design Web applications according to the client brief and modify the design to meet changes in clientspecifications.
- Re-designed the website and decreased the bounce rate by 40%
- Standardized all output with a new, responsive, mobile-first approach and strategy.
- Assessed UX and UI designs for technical feasibility.
- Created visual design prototypes, designed icons, and developed solutions for a new navigation system, resulting in a 10% increase in user satisfaction.

Al Fahhad is one of the largest companies in Saudi Arabia that has gained the respect and trust of all partners and customers.

Senior UI/UX designer & developer (Riyadh, Saudi Arabia)
(Duration: June 2021– Feb 2022)

Responsibilities:

- Worked on POS system using ERPNext and frappe framework with Adobe creative suits and HTML, CSS, SASS, VUE & JS languages.
- Responsible for all UI design decisions to create visually stimulating and delightful designs such as dashboards, graphs, websites, branding, etc.
- Work on architecting and defining the Front-end framework to solve complex designs and interactions that reflect the creative and art direction provided.
- Implemented websites, mobile applications, and landing pages from concept through deployment.

- Responsible for building a new website for the small fleet clients and for the maintenance of the online new platform.
- Functionalities include writing code in HTML, CSS, SASS, LESS, JavaScript, JQuery, and JSP making use of the bootstrap framework.
- Experience in designing and developing Newsletters.
- Collaborated with product team members to implement new feature developments.
- Implemented a new responsive, mobile-first approach which increased mobile traffic by 20%.

Leader Group includes management executives as well as industry and technology experts. The right mix of organizational vision, industry expertise and technological leadership has enabled us to serve the needs of multiple industries in Middle East.

Lead UI/UX Designer & Developer (Riyadh, Saudi Arabia)
(Duration: Nov 2017– May 2021)

Responsibilities:

- Work on the creation of all coded Front-end deliverables.
- Follow and promote Agile practices like SCRUM (we use Jira).
- Work on mentorship and guidance to technical team members in all project activities on multiple small to medium-sized projects or one large project.
- Advocated Web interaction design best practices, with a focus on consistency and usability
- Functionalities include writing code in HTML, CSS, SASS, LESS, JavaScript, JQuery, and JSP making use of the bootstrap framework.
- Worked with the team, helping them build out their markup and CSS. My specialty is large-scale CSS, focusing on reusability and modularity.
- Design Website Homepage, inner pages, logo, dashboard, newsletter, etc.
- Design website in Adobe Photoshop, then convert into HTML5, CSS3 JavaScript & PHP
- Closely worked with back-end developers to optimize existing Web technology and create the best possible user experience
- Collaborated with User Interface and User Experience teams
- Work on various technology stacks i.e. Word Press, PHP & Open Cart.
- Developed site navigation by categorizing content; funneling traffic through content
- Ensured the technical feasibility of UI/UX designs
- A solid understanding of Google Analytics to inform SEO
- Experience in an Enterprise digital environment a plus to improve SEO and Proficient in Google Analytics, Optimize, Salesforce, and Social media platform integration
- Worked on ERP projects like FOX HR System which includes website and application with different modules i.e. Overview, Employees, Leaves, Time & Attendance, Payroll & reports.
- Worked on Axionic application which includes website and application with different modules i.e. Audio, Video, Chat Email, etc.
- Worked with backend engineers and QA to see projects through, from conception to completion

NARD is a professional Web site designing and development services company based in the Kingdom of Saudi Arabia. Established in 2009, we are a full-service creative agency that uses various digital media to create innovative marketing and advertising solutions for your business.

Senior UI/UX Designer & Developer (Riyadh, Saudi Arabia)
(Duration: Oct 2015-Sep 2017)

Responsibilities:

- As a UI/designer & developer, I work closely with the marketing team, product owner, and our offshore teams in a global effort to roll out a refresh of the company website. My responsibilities include, but are not limited to, maintaining and updating our code base, as well as incorporating new, rich interactive experiences into the website.
- Translated the requirements and mockups into fully functioning websites using HTML/CSS/JS.
- Clearly communicated the technical solutions to team members and clients both verbally and in written documentation.
- Implemented new digital technologies or development techniques that help to meet client goals and business objectives.
- Delivered the best technical implementations for our e-commerce partners all rooted the inacquisition, conversion, and retention.
- Corrected any issues with CSS, SASS, or less and troubleshoot for potential bugs.
- Involved in requirements and analysis understanding the requirements of the client and the flow of the application as well as the application framework.

- Meet with clients or supervisors to discuss design projects and clients' needs
- After determining what the client is looking for, we create a concept design using rough drafts created by hand or on the computer.
- The concept is presented to the client, who may then suggest changes or approve the design.
- Create a wide variety of layouts, iconography, package designs, website designs, logos, and illustrations.
- Incorporate design elements such as sound, color, animation, typography and images.
- Create designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
- Prepare illustrations or rough sketches of material, discussing them with clients and/or supervisors and making necessary changes
- Investigating, fixing, and debugging software defects.
- Advising clients on the layout, color, and style of a site.
- Registering a website with major search engines.
- Approval of design and materials for different projects.
- Producing sample sites and also performing work on Search engine optimization (SEO)
- Meeting with clients to discuss requirements and/or project progress
- Demonstrating and receiving feedback about draft sites
- Keeping up-to-date with recent technological and software developments

DesignWebbs is an emerging software solution provider company build on the theme of perfection and trust.

Junior UI/UX Designer & Developer (Islamabad, Pakistan)
(Duration: May 2014-Sep 2015)

Responsibilities:

- Follow up on the procurement for all the inner pages of the client's website.
- Participated in team meetings with the Onsite team and the end user Webmaster corporate clients to understand the needs of the new implementation. Participated in daily team meetings and scrum meetings.
- Develop and design landing pages, emails, digital ads, and other web-based communications using online marketing best practices
- Experience in mobile web application design
- Familiar with responsive design and testing on different devices.
- Produce and implement intuitive, functional web-based assets using HTML5/CSS3 to accomplish conversion goals
- Provide informed recommendations for the design and layout, behavior, and functionality of websites through general knowledge of UI best practices
- Collaborate with the brand marketing team to develop compelling and highly-targetedmarketing campaigns
- Ensure continuity of branding standards in the company's visual communication

Computer Skills

- **E-SKILLS:** Gaming Design, LAN, CCNA, C++, ASP.NET, PHP, OOP etc.
- Presentation Skills, Technical Report and Letter Writing, Communication skills, Self-motivation, Self-learning.
- Experienced in working and leading groups for semester projects and society work.

REFRENCES

- Will be provided on demand