

# MUHAMMAD ZAIN UL ABIDEEN

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**Portfolio Profile:** <https://zainchohan.github.io/portfolio/>

## 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's in information technology (MSC-IT)	University of Arid Agriculture, Rawalpindi
Bachelor's in computer science (BSC)	University of Punjab, Lahore
HTML and CSS Certified	Template Monster
Website Designing	Artlify

## SPECIALITIES

Innovative UI/UX Designer, Web designer & Developer with around 5 years of experience building and maintaining responsive websites. Proficient in **Adobe XD, Adobe Photoshop, Adobe Illustrator, Zeplin, HTML5, XHTML, Bootstrap/CSS, SASS, jQuery, JavaScript:** plus, modern libraries and frameworks, such as **React JS** that follows W3C Web Standards, successfully managing all facts of site development, which includes architecture, site deployment, & client management.

- Lead UI/UX website designer for a fast-paced design firm overall design and development of the new business continuity platform.
- Created custom graphics sets for clients, with 99% client satisfaction scores.
- Handled all composition, color, illustration, typography, and branding for client projects.
- Converted 100+ legacy sites to responsive design.
- Work closely with Global and Regional Business Resilience Managers to deliver key project estimates and ensure deadlines are met.
- 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 deep expertise and hands-on experience with Web applications and programming languages such as HTML5, CSS3, Bootstrap, JavaScript
- Experience in using various IDEs, **Visual Studio Code**, and design tools such as Adobe XD, Adobe Photoshop, Adobe Illustrator, and Figma.
- Experienced in working in an **AGILE**-based development environment and participating in Scrum sessions, Sprint Planning, and Business Requirement gathering sessions.
- Experience in designing and developing Newsletters.
- Ability to handle **GitHub, Bit Bucket, TFS, Jira, Asana**, and other various technologies.

## WORK EXPERIENCE



### Lead Web designer & developer (Dammam, Saudi Arabia)

(Duration: May 2023– Present)

#### Responsibilities:

- Designed and developed visually appealing and user-friendly websites using **HTML**, **CSS**, **bootstrap**, **JavaScript**, and other front-end technologies.
- Collaborated with clients and stakeholders to gather requirements, define project scope, and create wireframes and mockups using tools like Figma and Adobe Creative Cloud.
- Implemented responsive design techniques to ensure optimal viewing experience across various devices and screen sizes.
- Integrated content management systems (CMS) like WordPress to facilitate easy content updates and site management for clients.
- Conducted thorough testing and debugging to identify and resolve cross-browser compatibility issues, ensuring seamless functionality across different web browsers.
- Optimized website performance through techniques such as image compression, script minification, and server-side optimizations.
- Collaborated with back-end developers to integrate front-end interfaces with server-side logic, ensuring seamless data flow and functionality.
- Stayed updated with emerging web technologies and trends to incorporate innovative design and development techniques into projects.



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

### Senior Web designer & developer (Dammam, Saudi Arabia)

(Duration: March 2022– April 2023)

#### 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 clients' specifications.

- 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 Web Designer & Developer (Riyadh, Saudi Arabia)

(Duration: June 2021– Feb 2022)

#### Responsibilities:

- Working on POS system using **ERP Next** and frappe framework with **Adobe creative suits, HTML, CSS, SASS, VUE, and JS** languages.
- Responsible for all UI design decisions to create visually stimulating and delightful designs such as dashboards, graphs, websites, branding, etc.
- Implemented websites, mobile applications, and landing pages from design concept through deployment.
- Work on architecting and defining the Front-end framework to solve complex designs and interactions that reflect the creative and art direction provided.
- Responsible for building a new website for the small fleet clients and for the maintenance of the online new platform.
- Collaborated with product team members to implement new feature design.
- 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 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, and newsletter etc.
- Design website in Adobe Photoshop, then convert into HTML5, CSS3 java script & 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 stack 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 and 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 Web Designer (Riyadh, Saudi Arabia)

(Duration: March 2017- Oct 2017)

#### Responsibilities:

- As a Web designer, I work closely with designers, producers, 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 the new digital technologies or development techniques that help to meet client goals and business objectives.
- Delivered the best technical implementations for our ecommerce partners • all rooted in acquisition, 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.



## Graphic & Web Designer (Riyadh, Saudi Arabia)

(Duration: Oct 2015 - March 2017)

### Responsibilities:

- Follow up the procurement for all the inner pages for client website.
- Participated in team meetings with the Onsite team and the end user Webmaster corporate clients to understand the needs of 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 test on different devices.
- Produce and implement intuitive, functional web-based assets using **HTML5/CSS3** to accomplish conversion goals.
- Provide informed recommendations for design and layout, behavior, and functionality of websites through general knowledge of UI best practices.
- Collaborate with brand marketing team to develop compelling and highly targeted marketing campaigns.
- Ensure continuity of branding standards in company's visual communication.
- Discuss client brief with team leader.
- 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.

### COMPUTER SKILLS

- **E-SKILLS:** UI/UX Design, Web & Mobile App Design, PHP, SQL, Power BI 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.

### REFERENCES

Will be provided on demand.