

Hassan Shahbaz

UI UX Designer / Developer

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CAREER SUMMARY

I've worked on everything from branding and print layout to web design, development and UX strategy. I've taken the lead in the design of multiple projects ranging from public facing websites and mobile apps as well as internal applications across a wide range of industries.

This is 10+ years' experience of creating inspiring, strategic and innovative ideas for all types of integrated digital solutions. Corporate, agency and startup environments gave me experience in consumer brand communication, managing business objectives, conducting and interpreting market research, coding, and cross-team collaboration. Around 9 years of this experience have specifically been focused on produces pixel-perfect visuals and front-end development.

EDUCATION

- **MIT**
VU, Lahore
(2.93) 2013
- **Graduation**
Punjab University, Lahore
(2nd. Div) 2000

DIGITAL PROFICIENCY ...

- Photoshop, Illustrator, XD, Figma
- Visual Studio Code, Dreamweaver
- Word, Powerpoint, Excel
- Axure, Balsamiq
- Corel Draw X16
- Xamp, Vertrigo, Cute FTP
- Plesk - Cpanel Configurations
- Putty, WinSC,
- Web & Cloud Hosting Mngmt.
- Inpage Urdu & Arabic

PROGRAMMING

- HTML5, CSS3, SCSS, Tailwind CSS, Flex, Gridbox, Bootstrap & Responsive Implementations
- JavaScript, MySQL, Php, AngularJs

EXPERTISE

- Web Strategy & Planning
- Responsive UI Designing
- Mobile Applications Designing
- Graphic Illustrations
- Corporate Identity & Branding
- Business Presentations
- WordPress, Joomla, Open Cart
- Product Photography

COMMUNICATION

- Urdu (Native)
- English (Professional)

PROFESSIONAL EXPERIENCE

Design & Development Manager

Hulexo Technologies, Abu Dhabi UAE (05/2020 to Onward)

- Conceptualizing the mobile apps and website design process.
- Leading the design & development team.
- Interactive prototyping, user flows to solve complex functionality.
- Achieving project goals within the specified timelines.
- Generate periodic project status reports with detail process & tasks.

Ux Design Consultant (Contract)

DigiSkills, Govt of Pakistan (11/2017 to 06/2018)

- Translate concepts into user flows, wireframes, mockups & prototypes.
- Make strategic design & user-experience decisions.
- Present & explain design strategies to high govt officials.
- Lead the development team & officials on design strategies.

Lead Ui Ux Designer

VIP Software Corp, Lahore (05/2017 to 04/2020)

- Lead the design team's process planning, prioritizing and scheduling.
- Translate insights into user flows, wireframes and visual designs.
- Create personas and workflows for user stories.
- Work with developers to execute designs into code.

Produced marketing assets for company events and promotions.

Creative Manager

Unique Soft, Abu Dhabi, UAE (06/ 2016 to 04/2017)

- Develop design specifications, wireframes & define workflow.
- Interact with clients to collect and verify requirements.
- Scheduling and tracking under development projects.
- Work with designers & developers to process development.

Graphic & UI Designer

Dubai Smart Gov, Dubai, UAE (06/2015 to 05/2016)

- Sketching raw ideas, graphic design & illustrations.
- Design mobile apps assets to support ux design team.

Sr. Ui Designer

FutureNow Technologies, Lahore (07/2011 to 06/ 2015)

- Web strategy, planning & design for websites & mobile apps.

PERSONAL SKILLS

- Creative Minded, Iterative
- Think before act individual
- Excellent communication skills
- Cheerful outlook, Collaborator
- Deadline driven skills
- Reading & Tour Lover
- Work experience with multi-disciplined teams

PORTFOLIO

www.coroflot.com/hassanshabbaz
www.hassanshabbaz.com

MOST RECENT WORK

www.battmobile.ae

Ui Ux design of website & mobile apps using figma, Wordpress theming, Live deployment, Lead the project.

www.wajabat.ae

Ui Ux design of website using figma, Lead the development team

www.bokbokgrilledchicken.com

Ui Ux design of website, Wordpress theme development for online fast food delivery.

www.matternutrition.xyz

Ui Ux design of portal & admin dashboard using photoshop, Wordpress theme development.

www.digiskills.pk

Ui Ux design using photoshop, Work with development team till live operational website. It's Pakistan's largest digital training platform owned by Govt of Pakistan.

- Responsive HTML5/CSS3 Js conversion from psd designs.
- Wordpress, Joomla & Open Cart (Design, Development, Installation).
- W3C validation, Cross browser solutions.
- Presentations, Product photography, Print material.

Web & Graphic Designer

Web Souls, Lahore (09/2008 – 06/2011)

- DotNuke, Joomla & Wordpress theme design & development.
- Frontend development, W3C validation, Cross browser solutions.
- Graphic designing for halftone & line work (CMYK).
- Graphic Designing for web & printing.
- Web design & frontend development.

CERTIFICATIONS/DIPLOMAS

Certification in User Experience Design - 2016

Guidelines & Principals for User Experience Design

Appreciation Certificate – Dubai Smart Gov. – 2015

Awarded certificate of appreciation as creative contributor in Dubai Now project.

Certification in Web Application Developer (EVS Lahore) 2008

HTML, CSS, Web 2.0, PHP, MySQL, Java scripting, Cross browser solutions

Certification in Graphic Designing - 2003

CorelDraw, Adobe Photoshop, ACDSSee, Print Artist, FotoFilter, Swish, Flash, Gif animator

Diploma in Office Managements - 2000

Windows, MS Office, Inpage, Internet, Adobe Acrobat Reader