

# Hassan Shahbaz

UI UX Designer / Developer

94C, Chenab Block, Iqbal Town, Lahore, Pakistan

(92) 345-3301111

baazi81@gmail.com

www.hassanshahbaz.com

linkedin.com/in/hassanshahbaz



## CAREER SUMMARY

Highly skilled UI UX Designer, with the proven knowledge to combine creative and usability viewpoints resulting in world-class web and mobile applications. I've worked on everything from branding and print layout to web design, frontend development, and UX process. 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 twelve years' experience of creating inspiring, strategic and innovative ideas for all types of integrated digital solutions. Corporate, agency and start-ups environments gave me experience in consumer brand communication, managing business objectives, conducting and interpreting market research, coding, and cross-team collaboration. Around nine years of this experience have specifically been focused on produces pixel-perfect visuals and front-end development.

## EDUCATION .....

**MIT** (2.93) 2013

Virtual University, Lahore, Pakistan

**GRADUATION** (2nd. Div) 2000

Punjab University, Lahore, Pakistan

## PROGRAMMING .....

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

## EXPERTISE .....

- Web Strategy & Planning
- Complex Dashboards Design
- User Experience Design Solutions
- Wireframing and Prototyping
- Visual Communications & UI
- Corporate Identity & Branding
- Business Presentations
- WordPress, Joomla, Ecommerce

## DIGITAL PROFICIENCY ...

- Photoshop, XD, Figma
- VS Code, Dreamweaver
- Word, Powerpoint, Excel
- Axure, Balsamiq, Sketch
- Coreldraw, Illustrator
- Xamp, Wamp, Vertrigo
- Plesk, Cpanel Configurations
- Web & Cloud Hostings Mgmt.
- Putty, WinSC, Github
- Cute FTP, Filezilla

## PROFESSIONAL EXPERIENCE .....

### LEAD UI UX DESIGNER

**Hulexo Technologies, Abu Dhabi UAE .....** (05/2020 to Onwards)

- 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.

### UI/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 LEAD

**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.

## **COMMUNICATION** .....

- Urdu (Native)
- English (Fluent)
- Arabic (Beginner)

## **PERSONAL SKILLS** .....

- Creative Minded, Iterative
- Think Before Act Individual
- Curiosity & Continuous Learner
- Strong Research & Analytical Skills
- Interpersonal & Collaborator
- Literature Reading
- Tour & Travel Ready
- Optimist & Naturally Volunteer

## **PORTFOLIO** .....

[www.coroflot.com/hassanshabbaz](http://www.coroflot.com/hassanshabbaz)  
[www.hassanshabbaz.com](http://www.hassanshabbaz.com)

## **RECENT WORK** .....

[www.battmobile.ae](http://www.battmobile.ae)

Design, Wordpress Theming,  
Deployment, Mobile Apps

[www.wajabat.ae](http://www.wajabat.ae)

Design, Development, Lead the  
Development Team

[www.bokbokgrilledchicken.com](http://www.bokbokgrilledchicken.com)

Design, Development in Wordpress  
for Online Fast Food Delivery

[www.digiskills.pk](http://www.digiskills.pk)

Pakistan's largest digital training  
platform owned by GOP.

## **SENIOR UI DESIGNER**

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

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