

DIGITAL PRODUCTION MANAGER ✦ UI/UX DESIGNER ✦ WebDeveloper

Highly creative and multi-talented digital production manager with 15+ years of experience in UX and UI design, Web development and Social marketing. Exceptional collaborative and interpersonal skills, with the ability to examine and understand client needs and deliver products that exceed all original expectations. Inventive and adaptable project manager, able to jump easily from designer, to developer, to decision maker. Strong academic qualifications include my bachelor of fine arts in communication design and my diploma in digital arts combined with year over year success in delivering large projects to industry leaders. Excellent portfolio, Representing expertise in digital work ranging from web to multimedia, branding and print. Accustomed to leading dynamic teams in deadline-driven, fast paced environments with an emphasis on ensuring projects are completed within budget.

SELECTED HIGHLIGHTS

- Successfully Design, develop and maintain key Client websites for industry leaders, including Verizon wireless and Verizon Telecom, Subaru and PNC bank.
- Designed Wichita State University Anthropology Museum website and collateral.
- Designed and revised layouts for Coleman product packaging, creating the initial vision, conceived designs and meet deadlines and requirements.
- High level expertise in ActionScript, proficient at the tasks of programming and animation of various Flash websites, intros and games.
- Excellent User Interface skills with years of experience creating interactive prototypes and UI specifications, including screen layouts, color palettes, typography, and other user-interface elements.

CORE COMPETENCIES

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|-----------------------------|---|---------------------------|
| ▪ Project Management | ▪ Team Leadership | ▪ Client Relations |
| ▪ UI/UX | ▪ HTML5/Flash Banners | ▪ Programming |
| ▪ Prototyping | ▪ HTML Email Campaigns | ▪ Training |
| ▪ Usability Testing | ▪ Site Testing and Troubleshooting | ▪ Web Analytics |
| ▪ A/B Testing | ▪ Web Design and Development | |
| | ▪ Marketing Campaigns | |
| | ▪ Adobe Creative Suite Expertise | |

EDUCATION

Wichita State University, Wichita, Kansas
Bachelor of Fine Arts in Communication Design

Karachi School of Arts, Karachi, Pakistan
Diploma in Digital Arts

TECHNICAL SKILLS

Design Tools:	Adobe Creative Suite, Sketch
Design Methods:	Interface design, Task-Models, Affinity diagrams, Ideation, Wire-frames, Personas, Scenarios
Prototyping:	Paper prototypes, InVision, Axure-xp, Storyboarding, Video prototypes, Rapid prototyping, Usabilityhub.com
Research Methods:	Interviews, Surveys, Usability Testing
Languages:	Html5, CSS3.0, JavaScript, PHP
Frameworks:	Bootstrap, Foundation, jQuery, AngularJS, Corona, AS 3.0
Database Systems:	MySQL
Operating Systems:	Windows, MAC OS
CMS:	Wordpress, Drupal, Custom

PROFESSIONAL EXPERIENCE

Management Science Associates

✦ Pittsburgh ✦ 2016 - Present

**Sr. Application Analyst
(Sr. UX Designer and Developer)**

- Provide UX methods for Big Data Next-Gen Applications
- Enhanced the capabilities of Web-focus application bringing d3.js charts and graphs.
- working in an Agile scrum environment
- Provide Prototypes, Conduct surveys and Interviews and Design User Centric interfaces for Big data cleaning application, NextGen Data Visualization apps and Data reporting tools.
- Introduced the Design System and Pattern-Lab to overcome the gap between Developers and Designers.

Readingfriends.com ✦ Freelance ✦ 2012 - Present

Information Architect, UX/UI Designer

- Created Children Website for teaching Children How to Read!
- Leading the Project since 2012
- Developed the Information Architecture and Design the Web portal for kids, included 400 games.

Capitol Lighting (1800lighting.com) ✦ East Hanover, NJ ✦ Jan-2016 - July-2016

Sr. Designer and Front-end Developer

- Revamp and launch the 1800lighting.com, I have worked in all aspects of the development and site optimization process from developing the strategy and business goals to implementation and analyzing metrics associated with the project launch. I excel at managing several challenging projects at a time and producing quality results and an efficient manner.
- Established UX design as the first stage of all Responsive website development, instituting a user-centered design (UCD) approach.
- Overhauled 1800lighting.com Web site to optimize the user experience.
- Pioneered the use of A/B split testing for 1800lighting.com Web site.
- Introduce and setup Internal and External user testing.
- Gathering Analytics through Crazyegg and google Tag Manager

Wip-Plus Inc. ✦ Englewood Cliffs, NJ ✦ 2012 - Dec-2015

Lead UX/UI Designer and Developer

- Lead a diverse team of 12 creative designer and developers through a solid project management process for delivering world-class digital content, ensuring all projects are on time and on budget while exceeding all original expectations.

- Maintain up to date technical skills and understanding of design trends to direct and collaborate with both in-house and external online graphic artists and web developers, guiding projects from conception through to final product.
- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities.
- Expertly convert features to benefits to achieve client objectives in the design and development of Native and Hybrid Mobile apps.
- Successfully develop and maintain key Client websites for industry leaders, including [Verizon wireless](#) and [Verizon Telecom](#), [Subaru](#) and [PNC bank](#).
- Leverage programming expertise in Actionscript3, Starling and Greensock for flash games and banners.
- Tools utilized: Adobe Photoshop, InDesign, Illustrator, Flash, Dreamweaver, HTML and CSS, Html 5.0, CSS 3.0 and JavaScript, AngularJS, JQuery Mobile, AS3.0, PHP, MySQL, Drupal, WordPress and Social Media and Online Marketing Strategies.
- Create and manage websites from planning to inception including front end development, architecture, interface design, site structure, navigation, page optimization, marketing and graphics that appeal to user interactions and website goals
- Identify opportunities to streamline workflow, implement brand standardization and share best practices across creative, marketing and analytical functions.
- Work directly with clients to identify and establish creative/marketing objectives, strategies and tactics required to execute creative.
- Developed marketing tools which significantly increased corporate revenue stream and increased client base
- Successfully manage and coordinate graphic design projects from concept through completion.
- Update and optimize websites for effective marketing and cross-browsers visibility
- Provide recommendations and web support for migrating websites into new content management systems
- Strategize and execute search engine optimization methods including meta tags, links-building, search engine friendly URLs, submission and indexing that increased traffic by 30%
- Created a distinct stratagem and guiding principles to increase the efficiency of Marketing and Operations Management
- Developed a detailed view of the niche market and utilized market analysis to increase possible channels of penetration and increase potential revenues
- Portfolio/Selected projects: <http://www.meemz.info/>

Coleman Inc ✦ Wichita, KS ✦ 2011 - 2012

LSI Logic ✦ Wichita, KS ✦ 2010 - 2011

AmeriMerc - LLC ✦ Wichita, KS ✦ 2007 - 2010

Wichita State University ✦ Wichita, KS ✦ 2006 - 2007

InfiniLogic Pvt. Ltd ✦ Karachi, Pakistan ✦ 2000 - 2006

Graphic Designer & Web Developer

- Managed all aspects of concept, design and production of unique and eye catching portfolios, including company collateral, magazine ads, e-mail marketing, websites, promotional items, SEO and catalogs.
- Created conceptual designs and development for flash execution, translating stakeholders' insights into actionable creative strategies and concepts.
- Designed Wichita State University Anthropology Museum website and collateral.
- Excellent User Interface skills with years of experience creating interactive prototypes and UI specifications, including screen layouts, color palettes, typography, and other user-interface elements.
- Directed entertainment and marketing related rich media projects, responsible for ensuring key milestones were delivered to clients on time, under budget and exceed all expectations.
- Designed and revised layouts for Coleman product packaging, creating the initial vision, conceived designs and meet deadlines and requirements.
- High level expertise in ActionScript, proficient at the tasks of programming and animation of various Flash websites, intros and games
- Collaborated directly with product groups to develop and enhance usability.

- Maximize online promotions through the launch of viral marketing campaigns
- Able to guide a project from concept through pre-production, production, and post production.
- Successfully develop cross-functional relationships through a welcoming work environment to foster collaboration.
- Found creative solutions to production problems to ensure high quality production within budget
- Directed all website and social media marketing campaigns, launching successful campaigns
- Developed Online Marketing plans that increased revenues by 40%
- Utilized brand identification to increase client retention and increase revenues
- Successfully translated subject matter into concrete design for newsletters, promotional materials and sales collateral.
- Created design theme and graphics for marketing and sales presentations, training videos and corporate web sites

ADDITIONAL CREDENTIALS	
PORTFOLIO	http://www.meemz.info/
AWARDS	Employee of the Year 2013 and 2014
INTERESTS/ACTIVITIES	Running, Cricket, Volunteer for children reading activities specially for Dyslexic children