

# Muhammad Hamid Qureshi

## Front-End Developer & UI/UX Designer

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Location: Lahore, Pakistan

### PROFESSIONAL SUMMARY

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I am an experienced Front-end Developer and UX/UI Designer with over 7 years of experience, known for my calm and composed nature, even in high-pressure situations. I consider myself an active learner, always willing to learn to improve my technological and personal skills. I've worked across multiple disciplines throughout my career, such as user interface design (UI), user experience (UX), Front-end Developer, branding, package design, eCommerce. I have experience and proficient understanding of web markup, including HTML5, CSS3, JavaScript, jQuery, React.js, Bootstrap, SASS, Pixel Perfect, Optimized for page Load Speed, Custom WordPress, WordPress theme, Speed optimization, Woo-Commerce developer ,e-Commerce website development, having knowledge of image authoring tools such as photoshop & illustrator. Has excelled in creating custom CSS to ensure quality in responsiveness and verified with W3C standards. Proficient understanding of cross-browser compatibility issues. Proficient understanding of code versioning tools, such as Git. Good understanding of SEO principles.

### TECHNICAL SKILLS

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|-------------------------|--------------------------|--------------------------|------------------------|
| • HTML5 + CSS3          | • User Experience Design | • Visual Design          | • Interactions Design  |
| • JavaScript/jQuery     | • Graphics Design        | • Bootstrap/Tailwind CSS | • Mobile Optimization  |
| • Bootstrap             | • GIT Version Control    | • Responsive Design      | • Pixel Perfect        |
| • ReactJS               | • SEO Principles         | • Front-End Development  | • Page Speed Load      |
| • SASS                  | • Custom CSS             | • Adobe Illustrator      | • Woo-Commerce         |
| • WordPress Development | • User Interface Design  | • Adobe XD               | • E-Commerce           |
| • Custom WordPress      | • Adobe Photoshop        | • Team Leadership        | • Website Optimization |

### PROFESSIONAL EXPERIENCE

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**Ibex. Global**, Lahore, Pakistan

May 2019 – Present

*Senior UI/UX Creative Designers*

- Create and iterate on information architecture, wireframes, and interactive prototypes to validate and refine design concepts.
- Conducted user research to understand the needs and preferences of our audience, translating insights into design solutions that enhance usability.
- I am responsible for full frontend design and application with in following languages. HTML5, CSS3 , SCSS, Javascript, React Js. Bootstrap and AMP.and web optimization.
- Worked closely with product managers, developers, and other stakeholders to translate business requirements into visually appealing and intuitive designs.
- Led a team project that resulted in a 15% increase in revenue, analyzing data and driving issue resolution to achieve customer success and maintained an efficient workflow, delivering 95% of projects on time through effective communication and prioritization of tasks.

**Cruxosoft Pvt Ltd.** Lahore

Aug 2018 – 2019

*Front-end Developer*

- In this company my responsibility to manage whole web front end projects and convert PSDs into HTML, WordPress theme Customization with latest CSS techniques and compatible with mobiles, tablets, windows phone, browsers compatibility and desktop versions within the deadlines.

- Collaborate with design team to make design perfections.
- Collaborate with backend team to implement the designs with their proper look and assist until site on live.
- Designed and implemented meaningful, user-friendly interactions between users and interfaces. Creating cross browser HTML based email campaigns compatible with major email clients. Doing cross browser, resolution and platform compatibility testing for all the markup pages, validating HTML/CSS from W3C.
- Specialized in creating wireframes to articulate fundamental structure and layout elements. Proficient in distilling complex concepts into visually comprehensible wireframes.
- Design overall architecture of the web application. Maintain quality and ensure responsiveness of applications. Collaborate with the rest of the engineering team to design and launch new features. Maintain code integrity and organization.

VST, Lahore, Pakistan

Nov 2017 – May 2018

*Front-End Developer*

- Led user research initiatives to understand customer needs and preferences and efficiently created journey maps to visualize and enhance the user experience in banking applications.
- Collaborate with cross-functional teams to reimagine and optimize the user identity journey and proficient in frontend website development using SASS, HTML5, JavaScript, and other Frameworks, resulting in 100+ successful website launches.
- Designed prototypes for testing, ensuring a customer-friendly interface and spearheaded the redesign of customer identity processes in banking applications.
- Developed interfaces that adapt to different screen sizes and devices and ensured a consistent and enjoyable experience for users across desktops, tablets, and mobile devices.
- Conducted thorough testing of prototypes to identify and address user experience challenges.
- Implemented design principles that maintained consistency across multiple platforms and continuously refine designs based on user feedback and evolving technology trends.
- Maintain brand consistency by creating comprehensive brand guidelines in Adobe Illustrator and conducted design audits to ensure adherence to established guidelines across all touchpoints.

## EDUCATION

**University of Gujrat**, Gujrat Campus, Pakistan

2012 – 2017

*Bachelor's degree, Computer Science*

## CERTIFICATIONS

### **Meta Front-End Developer Professional Certificate**

– Coursera, Issued Nov 2023

- **Skills earned:** *HTML, CSS3, Bootstrap, JavaScript, GIT, React JS.*