

# Salman Ahmad

Experienced Web Development Professional  
UX/UI Designing | Front End Development | Graphic Designing



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<https://bit.ly/2PTguOd>

- Proactive & solution-focused web development expert having 15+ years of experience in UI/UX & product designing, website/mobile apps mockups/designs, graphing designing, vector base designing, and front end development. Equipped with extensive knowledge of information/interaction design, social media marketing, e-commerce process, user-centered design process, and responsive websites
- Diligent and task-focused person with great potential to apply web development principles in designing, development, maintenance, testing and evaluation of websites; adept at process management, bug discovery system, unit testing, data & keyword driven testing, and application testing; capable of rendering support in product navigation and architecture for more intuitive navigation experience
- High performing developer with rational decision making abilities; devises new solutions for best user experience. Has proven record in developing user-friendly interfaces/designs while identifying & resolving user problems by gathering/evaluating user requirements
- Innovative individual holding strong command on programming languages. Expert in consulting with clients, guiding end users, providing after-sales support, liaising with developers, and collecting data relevant to implementation to ensure smooth transition

## CORE STRENGTHS & ENABLING SKILLS

- Web & Application Development
- UX/UI & Graphic Designing
- Software Project Management
- Business Process Analysis
- Front-end Development
- Product Navigation & Architecture
- Risk Assessment & Mitigation
- Technical Specification Analysis
- Mockups & Prototypes Development
- Business & Technical Reporting Skills
- Team Building & Leadership Skills
- Communication & Presentation Skills

## TOOLS & TECHNICAL SKILLS

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Premiere
- HTML 5
- CSS 3
- Bootstrap
- WordPress
- PHP
- Java Script
- E-Commerce

## PROFESSIONAL EXPERIENCE

### Service Path, Lahore, Pakistan

Worked as **"Head of Design - UX/UI"**, January 2017 – June 2020

#### Responsibilities/Accomplishments:

- Liaised with developers in agile environment to highlight designs for process improvements. Streamlined user research, information architecture, wireframes development, and content strategy, while managing technical specifications and fully functional prototypes
- Skillfully interacted with users while transcribing & analyzing data to identify their requirements & discover new features. Developed standards and procedures for interaction design artifacts including flow diagrams, wireframes, prototypes, and interaction definitions
- Utilized key skills in sitemaps, wireframes, interaction flow diagrams, and storyboards with appropriate functional and behavioral annotations to document design intent for business/technical audiences. Conducted training needs analysis of users & team members
- Carried out analysis of beta-users research and used their feedback for product's web platform improvements. Directed product design sessions while efficiently delivering work-flows, design specifications, prototypes, and design mock-ups for smooth working

### TRG | Ibex Global, Lahore, Pakistan

Working as **"Senior Software Engineer UX"**, December 2013 – December 2015

#### Responsibilities/Accomplishments:

- Supported in full cycle product development for web-based AI driven product in coordination with team of developers as per agile methodology. Executed usability testing and benchmarking product analysis on existing apps & web-based products while developed design and specifications, and presented findings to product owners, engineers and data scientists in line with company's procedures
- Established UX research standards including personas, mood boards, benchmarking testing, and user scenarios while designing flow diagrams, wireframes, prototypes, and interaction definitions processes to ensure quality and timely completion of allocated projects

## PRIOR EXPERIENCE

- Worked as **"Web/Graphics Designer"** at XAVOR (August 2009 – January 2011)

## PROFESSIONAL QUALIFICATION

- Virtual University, Lahore, Pakistan** (2016 – 2020)  
MS – Computer Sciences
- National College of Business Administration & Economics, Lahore, Pakistan** (2008 – 2012)  
BS – Computer Sciences

#### Professional Trainings & Courses:

- Attended course on **"Social Media Marketing"**, IT Height (2019)
- Attended course on **"Web & Graphics Designs"**, Edge Systems International (2006)
- Attended course on **"E-Commerce & Web Development"**, University of Punjab (2004)

Wapda Town, Lahore, Pakistan