

Ali Hassan

WEB DESIGNER

Experienced web designer with 4+ years of expertise in delivering intuitive and visually appealing designs that improve user experiences and drive business goals. Adept at project management, design methodologies, and cross-functional collaboration. Committed to staying current with the latest design trends and technologies to create innovative designs that engage and delight users.

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📍 Lahore, Pakistan

🌐 www.behance.net/donzae138

TECHNICAL SKILLS

Design	Persona Storyboarding Wireframing Prototyping	Research	Interview Contextual Inquiry Usability Testing Comparative Analysis Statistical Analysis Survey
Development	HTML CSS JavaScript		

DESIGNING TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Figma
- Zeplin

WORK EXPERIENCE

Web Designer

Coding Pro (Pvt) Ltd. - Pakistan

09/2018 - Present

Lahore, Pakistan

Software Company | IT Training

Responsibilities and Tasks

- Collaborated with the SEO team to design customer-centric and insights-driven landing pages, aiming to prompt user actions.
- Conducted user research and collected data to identify their preferences and needs, and exceed their expectations.
- Led end-to-end customer experience for multiple initiatives, and raised the product quality bar.
- Delivered scalable, effective, and elegant usability solutions through collaboration with the product team.
- Demonstrated a track record of success in projects that changed customer behavior and delivered business value.
- Applied UX and web design best practices, data-informed insights, and customer research synthesis to inform design decisions.
- Developed and utilized functional and unique patterns in design system, ensuring pixel-perfection and practicality.
- Stayed abreast of design best practices and identified the right tools and methods to achieve results.
- Built customer empathy, framed team's mission, and presented opportunities through compelling storytelling to cross-functional and executive teams.
- Utilized design tools such as Figma, HTML, CSS, no-code software to support design work.

Contact: Taimoor Haider Aslam - taimoorhaideraslam@codingpro.com.pk

EDUCATION

Bachelor of Information Technology

Victoria University

2015 - 2018

Melbourne, Australia

Majors

- Web Development
- Mobile Application Development

CERTIFICATIONS

Introduction to Web Design and Development (07/2019)

LinkedIn Learning | Certificate ID: [AYqQ-1H72EfGERi2_hC_8IjtmBHc](#)

Design Aesthetics for the Web (07/2019)

LinkedIn Learning | Certificate ID: [AXhuAoQFz16DHpen0uia-Z2ENewS](#)

CERTIFICATIONS

HTML Essential Training (02/2019)

LinkedIn Learning | Certificate ID: [AXEZGZ-ja75X4ilKml09hbpmUPgy](#)

Introduction to CSS (02/2019)

LinkedIn Learning | Certificate ID: [Ae0dGaDeYo9VF4bVKojhdsi4xqgX](#)

ACTIVITIES

Academic Board Member (Onshore International Students)

Victoria University

09/2017 - 09/2018

Melbourne, Australia

The Academic Board is the principal academic and education advisory body in the University.

Responsibilities

- Advising and reporting to the Council on all matters related to academic and educational initiatives at the University.
- Improving policies regarding teaching, learning, research, and knowledge exchange to align with the University's evolving needs and requirements.
- Fostering a culture of excellence in teaching, learning, research, and knowledge exchange by promoting best practices and encouraging their adoption.
- Ensuring the quality of teaching, learning, research, and knowledge exchange through ongoing assessments and evaluations.
- Overseeing the approval process for new courses, ensuring that they meet the University's academic standards and goals.
- Providing governance and support to the onshore international student.

Vice President

TechKnows VU Club

04/2017 - 07/2018

Melbourne, Australia

Victoria University's Official IT Club

Responsibilities

- Organizing events, meetings, and seminars aimed at prospective IT students to provide them with the latest industry insights.
- Presiding over meetings in the absence of the President, ensuring that the meetings are conducted in a professional and efficient manner.
- Planning, coordinating, and recruiting committees to effectively manage a series of meetings and programs, ensuring that the events run smoothly.
- Collaborating with the President and the Executive Committee to coordinate programs, ensuring that the events are well-coordinated and well-planned.
- Providing timely and informative information for newsletters and mailings to keep members up-to-date on the latest developments within the IT industry.
- Providing or coordinating information on forthcoming events to the Secretary for inclusion in meeting notices, newsletters, or electronic distribution lists, ensuring that members are informed and prepared for events.