


FAZIL ALI

Product Design + Coder

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 Bangalore, India

I am focused on creating meaningful User Interface through design and its conversion to a better optimized and device focused codebase

•• Skills

Design Thinking

Competitor Analysis

Trend Analysis

Color Theory

Sketching

Wireframes

Design System

Rapid Prototyping

UI Design & Illustrations

Interaction Design

Branding

Design Conversion

HTML5 / CSS3 / JQuery

SVG Animations

Bootstrap & Flexbox

SASS Libraries

Icon Creation & Typography

Media Queries

Usability Testing

Performance Optimization

•• Tools I Use

Adobe XD

Adobe Photoshop

Adobe Illustrator

Sketch

Zeplin

Figma

Experience

• Product Designer @ Branforge

Jan 2018 - Present

I am working as Fulltime Freelancer as UI / Interaction Designer. I manage Team and Interact with the Clients to get the complete Project Requirement and Business Model. My work spans from wireframing and helping with research to creating visuals for onboarding screens & UI, as well as SVG creation, Illustrations, Iconography, Static UI screen development, usability testing and performance optimization.

• Sr. UI Developer @ Equator Inc

Jun 2015 - Dec 2017

I worked on a Mortgage Business Application for feature enhancements and implementations. My Tasks involved working with stakeholders across Equator Team of Altisource labs, to conduct need-finding, Mockup Designs, Iconography, Typography, Code optimization, Code Review, Design conversions using HTML & CSS, and Usability Testing.

• Sr. UI Designer @ Sourcen India pvt ltd

Oct 2013 - May 2015

I worked on brands such as Dell, SAP, Lifrscape etc. I have worked as a core UX team member at Sourcen to code frontend by converting given visual designs and created Icons and Typography based on the Mockups. I used Bootstrap, SASS etc to build a strong user interface of Web applications by coordinating with Backend Developers to help them implementing

• Web Developer @ Express Design LLC

Apr 2011 - Sep 2013

I was the only Web Developer at Express. I helped business by providing webpage layouts designs and I developed Websites using HTML, CSS, and JQuery libraries. I designed all the branding and marketing materials for the company and I have also performed Usability Testing and Performance Analysis for all the webpages I coded.

• Web Designer @ Inexoft

Jun 2010 - Feb 2011

I created both Static and Wordpress Websites by converting the designs I created using Photoshop. I designed all the branding, marketing and Visual Designs. I coded Front End for websites and applications.

Reference available on request

Education

2010

MCA
Bharathiyar University,
Coimbatore - India

2007

BSc Physics
Kannur University,
Kerala - India

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