


# FAZIL ALI

Product Designer + Coder

15 Years of Experience

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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

Figma | Zeplin | UXPIn

Adobe Photoshop

Adobe Illustrator

VS Code | Sublimetext

Gitlab | Asana | Jeera

Google Docs

## Experience

### • Product Designer @ Branforge

Jan 2018 - Present

At Branforge, I oversee the UI development and UX design process for various client projects. I work closely with stakeholders to ensure seamless execution of user-centric designs that align with business objectives. My responsibilities include developing wireframes, prototypes, and high-fidelity UI elements, while ensuring consistency and functionality across all platforms.

### • 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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