



TALAL MASOOD

Web/Graphic/UI/UX Designer

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CAREER OBJECTIVE:

- Career growth as professional UI/UX designer in a challenging and professional environment that will improve and enhance my team working, collaborative and technical skills and with my managerial, marketing and team management skills put my share in a qualitative way in your organization.

SKILLS SUMMARY/EXPERTISE

- Excellent in Presentation, interpersonal communication, team management and leadership.
- Excellent and competitive skills and expertise with over **13 years'** practice in:
 - **Mobile UI/UX Designing:** Android App Design, iOS App Design
 - **Graphic Designing:** Magazine, Letter Head, Logo, Business Cards, Web Templates, Image/Photo Editing & Retouching
 - **Digital Marketing and SEO:** SEO / SMM, Link Building, Ad Campaigns, Article Writing, Blogging
 - **Web Design and Development:** HTML, HTML 5, CSS, CSS3, XML, DHTML/XHTML
 - **Web Tools/Platforms:** Wordpress, WooCommerce, OSCommerce, Joomla
 - **Web Programming/Framework (Basic Knowledge):** jQueryUI, jQueryMobile, Bootstrap, 960.gs, PHP, Javascript, jQuery
 - **Databases:** MySQL, MSSQL, MS Access
 - **Tools Used:**
 - **Project Management Tools:** Jira, Assembla, Trello
 - **Designing Tools:** Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign
 - **Wireframes & Prototyping:** Balsamiq, InvisionApp, MarvelApp, GoMockingBird, Protoshare
 - **Web Development:** Microsoft Expression Studio, Dreamweaver

CAREER PROFILE

Managing Director – Scribill Pay FZ LLC, Dubai, UAE (August 2015 - Present)

- Scribill Pay represents the company Metikulous Pakistan in UAE.
- Managing the team at Metikulous of developers and leading them as creative designer.
- Dealing with the clients, proposal submissions, contract reviews, project management, etc.

Creative Lead - Metikulous, Lahore, Pakistan (August 2015 - Present)

- UI/UX Design for iOS and Android Apps.
- UI/UX design for the Node.js & Angular.js web applications.
- Leading the team of developers, social media expert and SEO for a leading UK ecommerce store.

Business Development Manager - Cygnus Telecom, Dubai, UAE (May 2013 - July 2015)

- Managed all the corporate clients in different sectors like Media, Defence, Oil & Gas, Maritime, Telecom, NGOs, Banks and other SMEs.
- Directly managing over 30 distributors of the company across the globe. Majorly in Europe, Africa and Asia.
- Responsible for signing contracts, long-term agreements and tender submissions.

- Heading the sales and marketing team, enhanced social media and online presence with multiple websites.

Senior Front-End Developer - PointPay FZ LLC, Dubai, UAE (October 2012 - March 2013)

- Worked as UI/UX Designer and Front-End Developer.
- Designed and developed UIs for the Intranet portal and some external websites in HTML5, CSS3 and jQuery which were later implemented by developers in MVC 4 and ASP.net.
- Worked closely with the team of developers in order to make perfect flow of their ecommerce website.

Senior Web & UI Designer - Optini LLC USA, Lahore, Pakistan (May 2011 - March 2012)

- Worked on a UI design for an iPhone and Android native app which was adopted as browser add-on for chrome, firefox and safari too.
- Enhanced UX of the app to make it user friendly.
- Designed and developed many websites for the products and companies in HTML5, CSS3 and jQuery.

Senior Graphic Designer - Systems Limited, Lahore, Pakistan (August 2010 - May 2011)

- Produced templates for the major enterprise level web applications.
- Established the work and flow of Image Retouching for a leading US apparel company.
- Designed and Developed Themes for Enterprise Web Apps usually in MS SharePoint. Themes for Drupal, Joomla & Wordpress.

Senior Web Designer - Times Travel UK, Lahore, Pakistan (November 2009 - August 2010)

- Developed and maintained five different websites of Times Travel Group.
- Managed the site contents and all the online Internet activities related to the business.
- Supervised a team of SEO, Content Writers and Online Ad Campaigns, provided training.

Senior Web Manager - Silicon Microsystems LLC USA, Remotely (June 2008 - June 2009)

- Provided web management and design services remotely.
- Designed and developed multiple websites for the clients.

Web Developer - All RF Cables Inc., Lahore, Pakistan (July 2007 - June 2008)

- Developed their website and online shopping store based on OSCommerce.
- Designed logos of the company products.
- Managed the content of the website and worked on the ecommerce store.

Business Analyst and Web Manager, Iono Business Solutions LLC USA, Remotely (January 2004 - June 2008)

- Increased business of the company.
- Produced new marketing strategies of company products.
- Developed an online website for business promotion.

Business and Web Manager, GLOOMX International, Lahore, Pakistan (August 2003 - December 2004)

- Designed and developed company website of fashion/trend.
- Managed the website content.
- Conducted Photo shoots. Increased the business and brought new innovative ideas.

EDUCATION:

- **MA (Political Science)** University of The Punjab, Lahore, Pakistan **continued**
- **BA (Arts & Humanity)** University of The Punjab, Lahore, Pakistan **2009**
- **BS (Hons in Computer Sciences)** G.C. University, Lahore, Pakistan **2004-2008** [Discontinued]

ACHIEVEMENTS:

- **Synix Technologies:** Established a freelance team of Web and Graphic Professionals, **Work consists of**
 - **Approximately 2000 hours on Upwork Profile** (<http://tal.al/upwork>)
 - Managing Web Servers, Domain and Web Hosting Services (www.synixtech.com)
 - Mobile app designing (iOS & Android)
 - Web/Graphic Designing and Development, Logo Designing, etc.
 - Search Engine Optimization (SEO), Social Media Marketing (SSM), Ad Campaigns, Link Building, Article Writing, Google Page Rank Building, Wordpress blogs, CMS, Joomla, etc.
- **Co-Editor at NetMag** (Pakistan's first IT Magazine).
- Founder of Go Green Pakistan (www.gogreenpakistan.com) one of the biggest online campaign ever in year 2009 from Pakistan. Today holding over 1.6million like-minded people on the Facebook page.
- I was a member of TiE World Leading Entrepreneur Organization.
- Attended different Seminars (IT and Business related) and am very active in social networking.
- Interview on GEO TV, FM Radio, Magazines and blogs for Go Green Pakistan.
- Hosted seminar of Microsoft held in Lahore and organized the team of students from GC University Lahore.
- Participated in UGX gaming competition held at Ghulam Ishq Khan Institute of Engineering and Technology.
- Participated in Softec gaming competition for three consecutive years held at NU-Fast University Lahore.
- Wrote articles in Scientific Ravi (GC University's science and technology magazine) and also designed the cover of the magazine for three years.
- Introduced AXIOM gaming competition at GC University and organized it for two years.

REFERENCES:

- **Sultan Saadat** – Software Architect, McKinsey, Dubai. UAE
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- **Abdul Hye Fahad** – Software Development Engineer, Microsoft. USA
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- **Nabeel Tanveer** – Digitas LBI MENA, Dubai, U.A.E.
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