

TALAL MASOOD

Senior UI / UX Designer – Creative Lead

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PROFESSIONAL OBJECTIVE:

I am an innovative and detail oriented professional with 15+ years of background in UI/UX design. Gained expertise in business development, digital marketing and team management during the last 6 years. Currently looking for a position with an organization where I can utilize my existing skills set and knowledge to increase company's profitability.

SKILLS SUMMARY/EXPERTISE

- Management of the complete design process, from conceptualization to delivery.
- UI/UX design for iOS & Android Apps.
- Front-End Design for web apps and web-based mobile apps.
- Web designing/deployment of CMS & Ecommerce platforms and also managing servers.
- Active member of Interaction Design Foundation.
- Understanding of Agile & Scrum methodologies to deliver projects on time.
- Excellent in presentation, interpersonal communication and team management.

CAREER PROFILE

Creative Lead – 1.x, Lahore, Pakistan (September 2017 – To Date)

- Doing freelance work with friends and gave it a name '1.x' (One Dot X)
- I take care of the UI/UX work and manage the deliverables with the front-end team.

Projects

- Consilium Wealth Management, South Africa (Web Portal): Worked with the developer and front-end team.
- Lure-AR.com, USA (Website) – World's first AR Dating Mobile App: Fixed the UX of the client's website.
- YuGo, Pakistan (Website) – Travel Package Website: Worked at the UX of their new upcoming website.
- Rockwell IT Services, USA (Web Dashboard) – Worked on the UI & UX of a web application.
- BigEarINC.com, USA (Website) – Complete website management, development, design and looking after the SEO and content writing team.
- GoHealthHero.com, USA (Web Dashboard) – Designing dashboard for their application to be integrated into Salesforce. Design and Front-end development.

Managing Director – Scribill Pay FZ LLC, Dubai, UAE (July 2015 – July 2017)

- A fintech start up created by friends from Metikulous in Dubai.
- UI/UX design of fintech Apps which also involved R&D on banking mobile apps and other payment gateways.
- Dealing with the clients, proposal submissions, contract reviews, project management, etc.

Projects:

- Del Monte Foods, Dubai (Web Application): Managed the supply chain project built on top of SAP. Also worked on fixing their UI.
- National Zakat Foundation, UK (Mobile App): Worked in two roles; design and product owner.

Creative Lead - Metikulous, Lahore, Pakistan (July 2015 – March 2017)

- A development oriented start up with friends.
- Following design thinking processes for UI & UX design of web & mobile apps.
- Lead a team of developers and SEO/PPC expert.
- Designed, deployed and managed server for ecommerce platform.

Projects:

- Itchable USA (Mobile App): I designed the UI & UX of the app as well as managed iOS development and testing team for deliverables.
- Yajidu, Qatar (Web Portal): Designed the UI & UX of the web portal to connect service providers with employers.
- MyUS.com, USA (Website): Designed and deployed a wordpress blog for in Arabic. Also worked for a short time as a project manager for the development of their multi-lingual portal.
- QatarLiving, Qatar (Mobile App): Fixed some UI/UX issues of the Android app. The app was developed by Metikulous.
- My Style Mantra, UK (eCommerce Web): Designed and deployed a wordpress based ecommerce platform for an apparel company. I also managed the SEO team directly for the client.

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.
- Managed over 30 distributors across the globe, majorly in Europe, Africa and Asia for satellite phones and satellite Internet services from Thuraya, Iridium, Inmarsat and YahSat.
- 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.

Company Websites:

- www.cygnustelecom.com
- www.planettelecom.ae
- www.thurayaxtpro.com
- www.iphonesat.ae
- www.kansas.ae
- www.prolynx.ae
- www.thurayaipplus.com

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

- PointPay, a fintech company to manage online transaction for EU market.
- Designed UI for the Intranet portal and payment gateway.
- Worked closely with the team of developers in order to enhance the UX of their ecommerce checkout section.

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

- Worked on the UI & UX design for an iPhone and Android native app which was also replicated as a browser add-on/plugin for chrome, firefox and safari.
- Designed the company's website.

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

- UI Design and Front-end development for the main website of Fatima Fertilizer Group based on Drupal.
- I did image retouching and established the work flow for multiple brands of a leading US apparel company, Kellwood. The brands included: XOXO, BabyPhat, David Meister, Vince, etc.
- Designed web components for MS Sharepoint and delivered HTML/CSS versions to the development team.

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

- Developed and maintained 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.

Company Websites:

- www.timestravel.com
- www.pateltravel.co.uk
- www.iamstudent.co.uk
- www.flightstoafrika.co.uk

EDUCATION:

- **Master (HRM)** Virtual University of Pakistan, Lahore, Pakistan **(2020-continued)**
- **BA (Arts & Humanity)** University of The Punjab, Lahore, Pakistan **2009**
- **BS (Hons in Computer Sciences)** G.C. University, Lahore, Pakistan **2004-2008** [Discontinued]

CERTIFICATIONS:

- **Oracle 8 DBA Certification** from Nicon College of Computer Sciences, Lahore, Pakistan in June 2000.
- Member of **Interaction Design Foundation**.
 - Completed Certifications: Formal Design Methods: Formalism and Design, Mobile User Experience (UX) Design, Conducting Usability Testing, Gestalt Psychology and Web Design: The Ultimate Guide.

OTHER ACHIEVEMENTS & ACTIVITIES:

- Founder of Synix Technologies (www.synixtech.com) company, providing domains, hosting & servers.
- Worked with NetMag (www.netmag.com.pk), Pakistan's first and biggest IT magazine, as a co-editor for over a year.
- Co-founder of Save Life Foundation (www.save.life) Pakistan's biggest blood donation platform.
- Freelance work at Upwork (Profile: <https://tal.al/upwork>)

SKILLS / TOOLS:

- **Project Management Tools:** Jira, Assembla, Trello
- **Web Front-end Development:** HTML, HTML 5, CSS, CSS3, XML, DHTML/XHTML
- **Web CMS & E-commerce Platforms:** Wordpress, WooCommerce, OSCommerce, Joomla
- **Web Frameworks:** jQueryUI, jQueryMobile, Bootstrap, 960.gs, jQuery
- **UI/UX Designing:** Android App Design, iOS App Design
- **Designing Tools:** Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign
- **Wireframes & Prototyping:** Balsamiq, InvisionApp, MarvelApp, GoMockingBird, Protoshare, Figma
- **Web Development:** Sublime, Dreamweaver, Microsoft Expression Studio
- **Digital Marketing and SEO:** SEO / SMM, Link Building, Ad Campaigns, Article Writing, Blogging

REFERENCES:

- **Sultan Saadat** – Software Architect, McKinsey Digital, Dubai, U.A.E.
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