

# TALAL MASOOD

Senior UI / UX Designer – Creative Lead

Phone: +92 300 4123745

Email: [talal@talalmasood.com](mailto:talal@talalmasood.com)

Profile: <http://tal.al>

LinkedIn: <http://tal.al/linkedin>

Skype: TAALZZ

Address: Lahore, Pakistan

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## PROFESSIONAL OBJECTIVE:

I am an innovative and detail oriented professional with 14+ 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 am taking care of all the UI & UX assignments.
- Manage the front-end team for deliverables.

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

- Managed the off-shore team of developers for this fintech startup in Dubai.
- UI/UX design of fintech Apps.
- R&D on banking mobile apps and other payment gateways.
- Dealing with the clients, proposal submissions, contract reviews, project management, etc.

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

- Following design thinking processes for web & mobile apps.
- UI/UX Design for iOS and Android Apps.
- Lead a team of developers and SEO/PPC expert.
- Designed, deployed and managed server for ecommerce platform.

### **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.

**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 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:**

- **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.
  - On-going Certifications: Gestalt Psychology and Web Design: The Ultimate Guide, UX Management: Strategy and Tactics, How to Create Intuitive Products by Imitating Physicality, Get Your Product Used: Adoption and Appropriation.

## OTHER ACHIEVEMENTS & ACTIVITIES:

- Founder of Synix Technologies ([www.synixtech.com](http://www.synixtech.com)) company, providing domains, hosting & servers.
- Worked with NetMag ([www.netmag.com.pk](http://www.netmag.com.pk)), Pakistan's first and biggest IT magazine, as a co-editor for over a year.
- Co-founder of Go Green Pakistan ([www.gogreenpakistan.com](http://www.gogreenpakistan.com)), Pakistan's biggest online campaign in 2009 to spread love. Today holding over 1.6million like-minded people on the Facebook page.
- Co-founder of Save Life Foundation ([www.savelife.foundation](http://www.savelife.foundation)), Pakistan's biggest blood donation platform that provides facility for any organization to maintain their donors list and help save lives.
- Interviewed by TV Channels, Radio, Newspapers and blogs for Go Green Pakistan and SaveLife Foundation.
- Ex-member of TiE World Leading Entrepreneur Organization.

## 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
- **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, Dubai. U.A.E.  
Email: [sultan\\_saadat@mckinsey.com](mailto:sultan_saadat@mckinsey.com)
- **Abdul Hye Fahad** – Software Development Engineer, Microsoft. U.S.A.  
Email: [abdul.hye@microsoft.com](mailto:abdul.hye@microsoft.com)
- **Nabeel Tanveer** – Blue Beetle, Dubai, U.A.E.  
Email: [nabeel.tanveer@ikea.com](mailto:nabeel.tanveer@ikea.com)