

Personal



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Personal Statement

*Authorized to work in the US for any employer

Talented IT lead with experience in print and web design, development who is highly motivated, creative, and versatile. Especially skilled in creating and directing corporate and new business design and development. Adept at innovating user experience for the web and multimedia applications. Exceptional interpersonal skills with team members and subordinates. Accomplished at incorporating the desires of the client within a superior IT solution.

Over 6 years hands on experience in IT industry, worked in all phases of software development life cycle from requirements gathering to the production and successfully implemented several projects with responsibilities as developer at different locations:

- Experience in developing web page quickly and effectively using Angular JS, JQuery HTML, CSS, Responsive Web Design, Bootstrap and experience in making web pages cross browser compatible, XML, XML Elements.
- Front End UI.UX Developer with solid understanding of database designing, development and installation of different modules.
- Professional in creating Templates, Mockups and Prototypes, Web Interfaces, Layouts and Flow of Future Pages.
- Experience as a Web Developer using JavaScript, HTML/DHTML, XHTML, jQuery, CSS, and Ajax.
- Experience in Client Side Web Designing and Validations using HTML, CSS, JavaScript, JSP and Struts Tag Library.
- Developed UI using JQuery and JavaScript Library for Web Application and Mobile Application and extensively developed Rich Internet Applications and various UI widgets using jQuery.
- Created User Interfaces for Mobile/Tablet/Desktop using HTML & CSS.
- Extensive knowledge in Javascript and VB Script jQuery, jQuery plugins, AJAX, dynamic HTML, JSON, Angular.js, Bootstrap and node.js.
- Expertise in designing and developing applications using Java, J2EE Technologies like Servlets, JSP, EJB, MQ Series, JDBC, XML, JMS, AJAX, and web services.
- Extensive Experience with Web technologies using Servlets, JSP, EJB, Struts Spring, JSF/Ice faces, Hibernate Java Beans, Java Swing, JDBC, JNDI, Collections, XML(DTD and Schema), HTML, AJAX and Web Service(SOAP, JAX-RPC, AXIS) on Unix and Windows environment.
- Sequence, class and database diagrams are made using the UML design tool.
- Experience of Databases that involve writing SQL queries, Views, Triggers and Stored Procedures & More...

Languages

English, Arabic, Russian, Ukrainian

Education

- ▶ **Philadelphia University** 2006 - 2010
Graduated with a Bachelor of Fine Arts in UI/UX - Graphic Design from Philadelphia University, JO
- ▶ **Optimal - Business communication lessons, paid for by employer (ATS)** Feb 2012
Received Appreciation letter for 'Soft Skills'

Recent Work Experience

▶ Tact Technology

www.samertall.com/tact

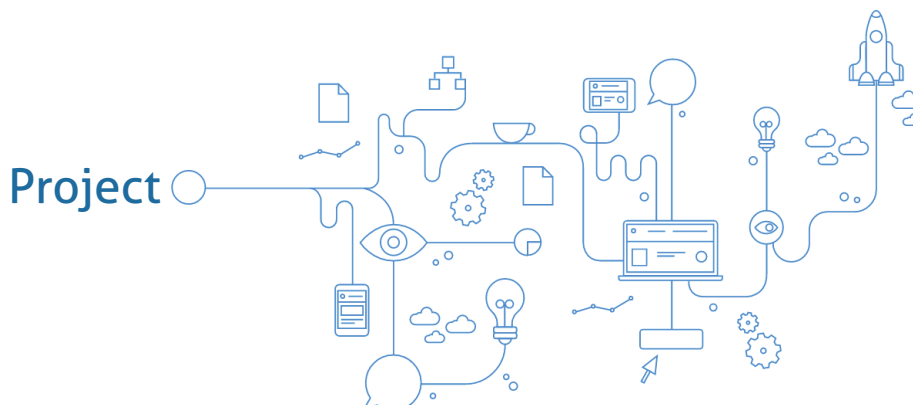
July 2014 - Jan 2019

UI/UX Engineer, Front End Developer

Tact Technology is an interactive global network of design professionals collaborating under a single deep green engineering umbrella provided with a full range of building system design and energy analysis services, with a staff widely regarded as innovative leaders in their fields. Located in Austin, Texas along with an international network of affiliates around the world.



Held lead role as architect and maintainer of internal HTML5, CSS UI component framework, which supported 29 individual products, multiple teams, and ~20 engineers. Directly contributed to 6 other products by building Angular apps, writing tests and building consensus around best practices, leading user interviews, participating in product design decisions, wireframing, analytics, and collaborating closely with designers. Guided team through adoption of the software architecture pattern within some Angular projects. [7 of my coworkers wrote online testimonials for me]



▶ Facebook Audience Network "LiveRail"

Mar 2015 - Sep 2015

Advertising Agent, User experience

Managed Projects | Recent Work Experience

▶ Tact Technology Webs | Client Management Software

June 2015 - Dec 2015

www.samertall.com/webs

Co-Founder - UI/UX Design, Web Development

Tact Technology Webs gives each client their own account that provides a Dashboard for them to monitor their projects, upload/download & comment on documents and files related to their projects, make project payments, and communicate with you. We makes it easier to take a phased approach to projects by organizing documents and communications with each of your clients.

▶ Razom for Ukraine "Choobchik" - Austin, TX

Mar 2015 - Mar 2016

www.dillseattle.com

Graphic & Visual UI/UX Design, Web Development {HTML5, CSS3, JQUERY, JAVASCRIPT}

Choobchik is an educational platform for online courses in Eastern Europe. We take the most popular courses among students and localize them to help students in Eastern Europe get the best and latest knowledge from all over the world.

- Creating easy educational CMS system includes many features for students and instructors.
- Developed the User Interactive web pages in a professional manner by using web technologies like HTML, XHTML, and CSS as per company standards.
- Created and maintained the framework and layout of each "Admin Portal with Cascading Style Sheets (CSS).
- Responsible to manipulate HTML5, CSS3 in jQuery as well as making the page's dynamic using AJAX, JSON and XML.
- Discussed various ideas/suggestions for the ongoing web sites regarding the page layout and design.
- Maintained Cross Browser compatibility & implement Responsive Design using Twitter Bootstrap, custom media queries, etc.
- Wrote new frontend and backend for "Admin Portal" using Backbone.js
- Redesigned user interface HTML frameworks with Bootstrap and CSS styling.
- Implemented client-side validations using JavaScript.
- Responsible for transforming designed mock-ups to web pages.
- Conducted unit testing with Firebug, IE Tester and end-to-end testing on the supported browsers and devices.
- Creating pages in Site Core and validating the HTML code with W3C Validator.
- Responsible for creating dynamic server side pages using JSP.
- Taking the product through the entire lifecycle of analysis, design, coding, testing and implementation
- Created an on -the-fly configuration changes set up, with application saved in Node.js
- Extensively involved in redesigning the entire site with CSS LESS styles for consistent look and feel across all browsers and all pages.
- User research, User personas, Taxonomies, Card sorting, Site maps, Usage scenarios and Wireframing.
- Followed SCRUM methodology. & More...

▶ Shesuz Heart - Austin, TX

Feb 2015 - Nov 2016

www.shesuz.com

Graphic & Visual UI/UX Design, Web Development {HTML5, CSS3, JQUERY, JAVASCRIPT}

*Managed to help and work with more than 15 young & talented artists located in Austin, TX with e-commerce website.

▶ John Haag Fine Art - Austin, TX

Jan 2015 - Mar 2015

www.johnhaagfineart.com Graphic & Visual UI/UX Design, Web Development {HTML5, CSS3, JQUERY, JAVASCRIPT}

▶ Hannah Natali - Austin, TX

Oct 2014 - Dec 2014

www.HannahNatali.com Graphic & Visual UI/UX Design, Web Development {HTML5, CSS3, JQUERY, JAVASCRIPT}

- Designed business applications using web technologies like HTML4/5, XHTML, and CSS2/3 based on the W3C standards.
- Page design, development of their new ecommerce site from beginning to ending.
- Redesign, implementing new features and Managing of the CMS Ecommerce Site.
- Maintained Cross Browser compatibility & implement Responsive Design using Twitter Bootstrap, custom media queries, etc.
- Implemented client-side validations using JavaScript.
- Responsible for transforming designed mock-ups to web pages.
- Worked with the Database Schema design and normalization for database accessed by the procedural PHP pages.
- Mobile development- Conversion of fixed width desktop site to responsive Bootstrap platform- Android/iPhone.
- Creating pages in Site Core and validating the HTML code with W3C Validator.
- Responsible for creating dynamic server side pages using JSP.
- Making the product through the entire lifecycle of analysis, design, coding, testing and implementation and support.
- Development of Dynamic Web Application using PHP and MySQL like forms, shopping cart and to large Application like Content Management System Assigned the responsibilities of troubleshooting problems with PHP.
- Creating and managing CMS Application
- Extensively involved in redesigning the entire site with CSS LESS styles for consistent look and feel across all browsers and all pages.
- User research, User personas, Taxonomies, Card sorting, Site maps, Usage scenarios and Wireframing.
- Followed SCRUM methodology.
- Designed complete layout of the framework and look of the website. & More...

▶ Sapling Learning - Austin, TX

July 2014 - Oct 2014

www.saplinglearning.com Graphic & Visual UI/UX Design, Web Development {HTML5, CSS3, JQUERY, JAVASCRIPT}

- Managed more than 40 interactive labs and animation of the entire dynamic labs built for the modern students: Mobile, IPAD, Responsive Web Labs, Branding, Intuitive User Experience - Labs layout design, Visual & Graphic UI/UX
- Web Development {HTML5 CANVAS, CSS3, JQUERY, JAVASCRIPT}
- Negotiate with professors and working with the team, transformed professors work requests into finished interactive labs
- Involved in brainstorming innovative new user experience concepts
- eBook Designer & Illustrator & Animation
- JIRA Service Desk
- Managed rebuild interactive labs style guide "Sapling Learning Interactive Labs Style Guide 1.0".

*Managed to help and work with small & large local Projects/Companies:

▶ Cazamance - Austin, TX

www.cazamance.com

Graphic & Visual UI/UX Design, Web Development {HTML5, CSS3, JQUERY, JAVASCRIPT}

April 2014 - June 2014

▶ Hallie Rae Ward - Austin, TX

www.HallieRaeWard.com

Web Development {HTML5, CSS3, JQUERY, JAVASCRIPT} / UI/UX

April 2014 - May 2014

- Developed CSS3 style sheets to give gradient effects. Developed page layouts, navigation and icons. Applied industry best practices and standards when project requirements were lagging.
- Used JQuery to make the HTML, DHTML and CSS code interact with the JavaScript functions to add dynamism to the web pages at the client side.
- Writing front-end code like HTML, CSS, JQuery for assigned User requirements using AngularJS and various other JavaScript frameworks.
- Developed the functionality for communicating between the modules mostly involved in VIEW and CONTROLLER section of MVC pattern for CMS project, it includes HTML, CSS3, JavaScript, JQuery and AJAX which were used for UI development.
- Created XHTML Pages with CSS and the Box Model.
- Code enhancement and bug fixes.
- Developed websites using Action Scripts.
- Well acquainted with the accessibility related issues (WCAG2) for web based user interfaces.
- Created remote usability testing processes which enabled the company to rapidly resolve customer concerns and to build strong relationships with customers.
- Sync with other developers to follow coding standards and best practices.
- Involved in building interactive portable widgets for internal users using HTML 5, CSS 3, JQuery/Angular and the latest AJAX libraries.
- Implement GIT distributed revision control management system for newsletter template versions.
- Developed web application compatible with all browsers. Used Firebug, chrome developer tools to view and debug HTML, DOM and JavaScript errors.
- Experience working in an agile environment.
- Performed User acceptance testing to verify whether a solution works for the user.
- User research, User personas, Taxonomies, Card sorting, Site maps, Usage scenarios and Wireframing.
- & More...

▶ Syntax Design

www.syntaxdesign.com

Lead Web & Graphic Designer, Animator; UI/UX Designer; Project Manager for: Mobily

Nov 2013 - Feb 2014

- Managed quality of work by a team of eight, for clients (Umniah and Mobily)
- Managed the web design and animation of the entire company website: Mobile, Responsive Web, Branding, Intuitive User Experience - including several sections, such as marketing surveys, e-commerce pages, main Corporate landing page, Page layout design, UI/UX
- Communicated needs between client and project team in order to promptly and resolve issues
- Negotiate with clients and working with the team, transformed client work requests into products
- Created infographics that were published on client websites and social media accounts
- Involved in brainstorming innovative new user experience concepts that would set the clients apart
- SYNTAX awarded 'Website of the Year' prize at the Jordan Web Awards for Amman's Centennial website

▶ Altibbi

Sept 2012 - Sept 2013

www.altibbi.com

Lead Web & Graphic Designer, Developer; Application Developer, UI/UX Designer

- Worked with a team of 14 to design new award winning Website and Corporate Branding Strategy
- After redesigning 80% of the website, the user click through rate increased from 60% to 95% thanks to a Better system that improved user Convenience in accessing information
- Led the development of Altibbi's Corporate Branding Strategy, Corporate Branding Guide
- Created: Online graphics: Infographics, UX Graphics, Icons; Offline graphics: Posters, Booth marketing Collateral for event at Royal Jordanian Hotel
- Developed Mobile/Responsive application for company's medical dictionary in PHP / Javascript / HTML / CSS
- Altibbi awarded 'Arab design & e-content Winners'

▶ Institut Français

2012 - 2013

www.institutfrançais.com

Visual / Graphic Designer / UI/UX

▶ Adaptive TechSoft (ATS/TBT)

Mar 2011 - Sept 2012

www.ats-ware.com Lead Web & Graphic & UI/UX Designer, Developer for ATS and ATS' client - King Khalid University

- Involved in redesigning "King Khalid University" official website & web pages layout
- Developed ATS' internal, online task management system; Designed graphics and interface of task management system's dashboard
- Designed online marketing collateral for client, including: Infographics; Logos for different academic departments
- Developed ATS' Facebook Application, also designed graphics and dashboard
- Improved the user experience of the client's website resulting in significantly increased user activity and retention
- Created online network application to share information about university services with student population.
- & More...

▶ Power To Win Sports

2012

www.powertowinsports.com

Web & User Experience Designer. Developer

Power to Win Sports specializes in analytics and player development. Based in North Carolina, we are focused on helping athletes succeed in FIBA and the NBA.

▶ Foresite

2012

www.foresite.jo

Web & User Experience Designer

▶ Facebook Project: Amman Jordan Club

2010 - 2013

Best Jordanian Social Media Page in 2011-2019, JO

www.facebook.com/AmmanCity

Web Development & Design, Social Media Management

▶ First Bazaar - Hands Gifts and Events

2012

First Bazaar selected as a 2013 Red Herring Top 100 Asia

www.handsevents.jo

Web Development & Design, Social Media Management

▶ Media Graphics - Durham, CT

2011

ISO 9000 Quality Management

www.mediagraphics.com

Graphic Design & Manual Print Production Work

Achievements

- ▶ Front-End Developer - Udacity**
Received Verified Certificate of Completion - 1 Million Jordanian Coders

Jul 2020
- ▶ Central Texas Food Bank - Austin, Texas**
Received Verified Certified ServSafe Food Handler/Chef, Culinary Arts/Chef Training

Mar 2019
- ▶ Art for the people - Austin, Texas**
Received Appreciation letter & valuable prizes from Art for the people for being Active Photographer / Artist - Pro Bono

Feb 2014
- ▶ Mobile Loaves & Fishes - Austin, Texas**
Work side by side voluntarily with Deanna (Worden) Serra - Mobile Loaves and Fishes and our homeless emerging artists community in providing and fostering creative expression, emotional support and photograph of art to help individuals have a chance for a better future.

Feb 2014
- ▶ ONE LOVE - JORDAN**
Received Appreciation letter for being 'Active Designer - Pro Bono'

May 2012 - Oct 2013
- ▶ Sakeena Orphans**
Received Appreciation letter for being 'Active Web Developer & Designer - Pro Bono'

Oct 2012 - Jan 2013
- ▶ Talal Abu-Ghazaleh**
Received Appreciation letter & valuable prizes for '3rd Place in Design Competition'

Oct 2013
- ▶ Optimal - Business communication lessons, paid for by employer (ATS)**
Received Appreciation letter for 'Soft Skills'

Feb 2012
- ▶ Philadelphia University**
Received Appreciation letter for 'The art of public speaking & dialogue'

Mar 2010
- ▶ Radio Sawa - Hosted talk show on local radio station**
Received Appreciation letter for 'Press Skills'

Mar 2004

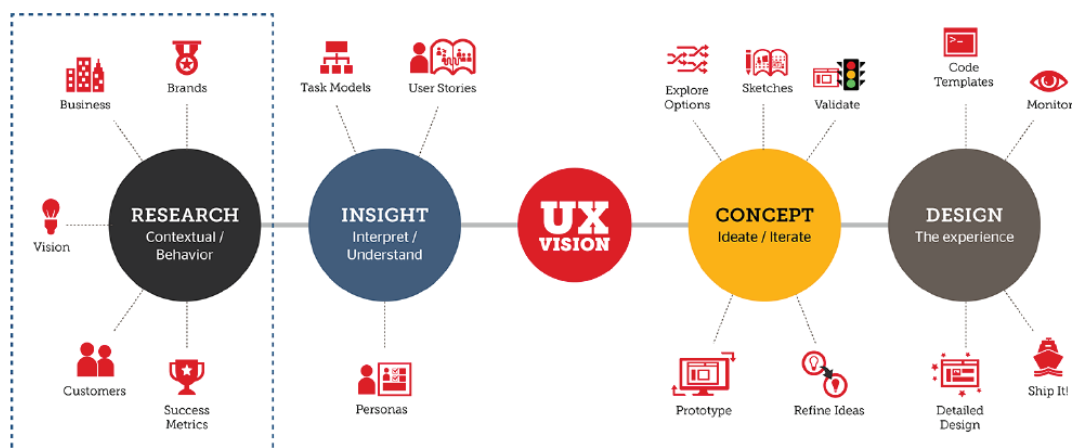
Technology Skills

▶ Web & Multimedia Graphic Design

Customized graphics built from scratch and from photos, for the Web, Video, or Print

Multimedia Design - UI/UX Components, Infographics, Videographics, Animations, Photography & Photo editing

Corporate Design - Tradeshow displays, Posters, Logos, Branding Guideline Documents, Page layout design



► Web Development

Experience designing and building production applications as well as small business solutions

PHP, Wordpress, Joomla, FB & Mobile Apps Javascrpt, jQuery, AJAX, Json Responsive Design with HTML5, DHTML, XML, CSS3 Bootstrap, Boilerplate BackboneJS, AngularJS, EmberJS, KnockoutJS, Dojo, NodeJS, MySQL, YUI

► Interpersonal Skills

Self-starter, can easily adapt to change (new content, changing policies); Good problem solving, diagnosis and troubleshooting skills; Ability to work independently and within a team; Ability to communicate in an easy to understand format

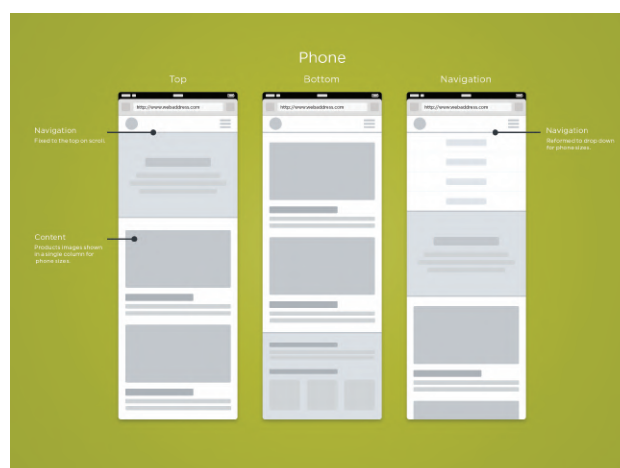
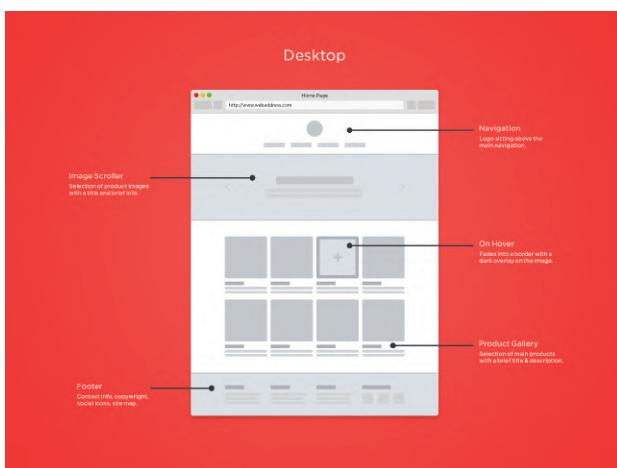
► User Interface Development

“User Interface” can be divided into two phases in website/application/software development:

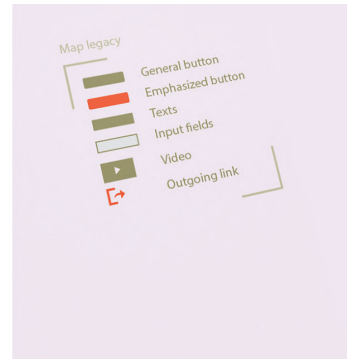
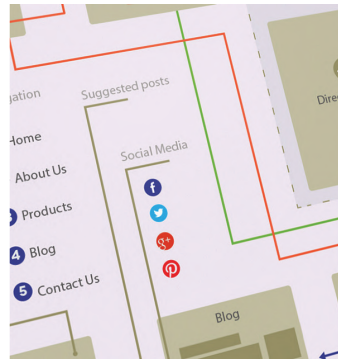
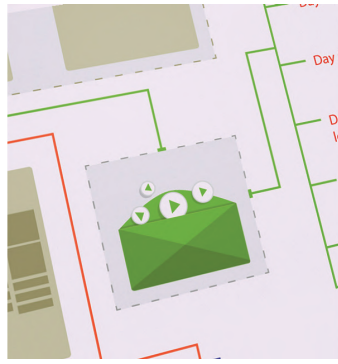
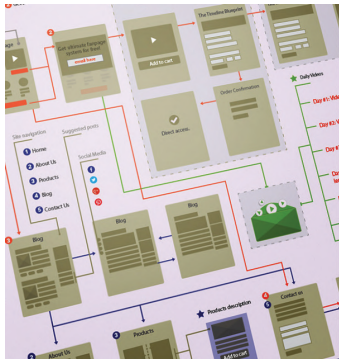
1. Research + Design
2. Development

- Strong conceptualization ability, strong visual communication ability, drawing skills and sketchbook technique.
- Strong working knowledge of Photoshop, Illustrator, InDesign, Fireworks and associated design tools.
- Strong working knowledge of HTML, CSS, JavaScript/JQuery.
- Experience with user interface design patterns and standard UCD methodologies.
- Excellent verbal and written communication skills, especially the ability to clearly articulate design decisions with stakeholders and development teams.
- Understanding of common software development practices.
- Solid understanding of user-centered design principles, careful attention to detail, and ability to grasp complex, nuanced product requirements.
- Collaborating on user experience planning and researching interaction design trends.
- Researching technology trends.

Wireframe Example:



Sitemap Example:



▶ UI Development

- Responsible for building Web Applications using Single Page Application (SPA) paradigm.
- Develop software solutions using industry best practices and in the area of security and performance in a web and SOA architecture environment.
- Effectively develop in a clean, well structured, easily maintainable format.
- Participate in the full SDLC with Requirements, Solution Design, Development, QA Implementation, and product support using Scrum and other agile methodologies.
- World-class HTML5/CSS3 and especially JavaScript/jQuery skills and good knowledge on other major JavaScript libraries and frameworks.
- Skilled in using a CSS preprocessor to speed up development (LESS, SCSS).
- Detailed knowledge of cross-browser UI issues and hacks.
- Social technology API experience (Primarily Facebook, and also Twitter)
- Experience creating, as well as consuming, JSON-based APIs.
- Understand executing accessibility and progressive enhancement presentation.
- Ensure design consistency with client's development standards and guidelines.

Toolbelt

- ▶ Adobe - Photoshop , Illustrator, InDesign, Fireworks, Flash, Audition, After Effects, Corel Draw
- ▶ User research, User personas, Taxonomies, Card sorting, Site maps, Usage scenarios and Wireframing.
- ▶ IDEs - DreamWeaver, Sublime Text, Oracle Site Studio Designer, NetBeans IDE, Visual Studio Vim, Emacs, Eclipse, XamarinStudi, Netbeans, PHPStorm, Brackets, Android Studio.
- ▶ Web Applications: JIRA Software, Bitbucket
- ▶ Microsoft - Word, Powerpoint, Excel
- ▶ Canon DSLR Still & Video Camera
- ▶ Environment: JQuery, Node JS, Backbone JS, Jenkins, PHP, XML, AJAX, JSON, WebStorm.
- ▶ UI/UX: Mockplus, Pencil Project, OmniGraffle, ConceptDraw PRO, Adobe XD, Balsamiq

Expertise

- ▶ Front-End Dev: JavaScript/CoffeeScript, HTML5, CSS3, SASS, React, AngularJS, Backbone
Design: UI/UX design, GraphX, product design, motion design