ZULAZFAR AHMED

Zulazfar Ahmed – Digital UI/UX Designer | Front-end Developer | Photographer

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SUMMARY

Highly motivated, intuitive, and detail-oriented UI/UX designer who embraces teamwork with 5 years of experience in delivering responsive web and mobile-friendly products.

Capable of front-end coding such as HTML & CSS, I am looking to leverage and expand my skills to bring monetised improvements to your product or service as a UI/UX designer.

EDUCATION

Glasgow School of Art Singapore | 2013-2015
BA (Hons, Second Upper)
Degree in Communication Design
Photography IC | Media Team sub-committee

Temasek Polytechnic | 2008-2011
Diploma in Interactive Media Design
*Vice-captain - Temasek Polytechnic
Sport Climbing Team*

UX Research & Design Workshop
Certification by CuriousCore

Human-Centered Design: An Introduction
University of California San Diego, Coursera

Google Analytics for Beginners | 2020-2023
Certification by Google Analytics Academy

SKILLS

Adobe Photoshop	HTML & CSS
Adobe Illustrator	Wordpress
Adobe InDesign	Figma
Adobe XD	Sketch App
Adobe Lightroom	Miro

PASSIONS

Movies	Learning
Technology	Rock-Climbing
Gaming	Sci-fi
Outdoors	Travel

WORK EXPERIENCE

Method Media, Visual Designer | 2015-2020
- Generate sales and traffic by collaborating with team members to define customer requirements and formulated a feasible creative solution for the user interface and user experience design.

- Performed design research, gathering of resources for conceptualisation and executed visual design to achieve marketing and internal stakeholders KPI.

- Executed front-end development of responsive and mobile-friendly websites in HTML & CSS for various clients ranging from hotels, hospitality, e-commerce to non-profit to remain competitive and current.

- Prepared and executed wireframes, content population & updates, and enhanced websites through basic Search Engine Optimization (SEO) to ensure best practices and increase brand awareness.

- Improved and contributed to project workflow for better efficiency and time-saving measures which resulted in cost reductions.

- Project management includes analysing data, content management system (CMS) training and ensuring the delivery of product quality attaining customer success and satisfaction.

Zulazfar.com, Freelance Designer & Photographer | Present
- Crafted and designed projects involving print, digital and photography to have diversity in clients and expand on personal creativity.

Munster+Longfei, Freelance Photo Assistant | 2013-2015
- Assisted principal photographer to achieve and accomplish client's business requirements ranging from fashion, luxury and editorial shoots.

- Prepared and operated lighting & camera equipment to establish a streamlined and smooth-running environment.

Singapore Armed Forces, 3SIR, Platoon Sergeant | 2011-2013
- Supervised, instructed, and trained infantrymen to be proficient with warfighting skills and oversaw various leadership roles such as planning, admin, and welfare.

Comwerks Interactive, Intern | 2010
- Teamed up and cooperated with Creative & Art Directors to fulfil the designing of websites for pro-bono clients.

- Executed and performed website content population and updates on content management systems (CMS) as well as the conversion of Electronic Direct Mailers (EDMs) to HTML to fulfil weekly target sales.

instagram.com/zulazfar   pinterest.com/zulazfar   flickr.com/photos/sepal/albums