



Syed Salman Ali

UIUX/Product Designer

Adroit designer capable of transforming user requirements and problems into topnotch usable digital products using user-centric design thinking concepts

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Work Experience

Feb 2023 – May 2023	Portfolio design Designed mobile app prototype, personal website, including case study portfolio
Apr 2014 – Nov 2015 Feb 2011 – Feb 2013 Jul 2006 – Sep 2010	Web designer – Ar-Raheem Jewelers Web and graphics designing, webpages, programming, adding new products to web application, maintenance for internal web-based application,
Nov 2010 – Jan 2011	Web designer & developer – Shaukat Masala House Project management, Website design and development. Business processes and user requirements analysis
Mar 2004 – May 2006	Multimedia designer – Nucleus Media Design services for electronic media (TV and Web) Creating graphics and animations for TV programs
Jul 2002 – Aug 2002	Internship – Iways (Pvt) Limited Worked in creative department, graphics and web design

Education

Aug 2022 – Jan 2023	Web and Mobile designer boot-camp Udemy
Oct 2017 – Mar 2022	MSc in Information Systems Management Technische Universität Berlin
Mar 2013 – Feb 2014	German Language Course Eurasia Institute – Berlin (Level: B1)
Jul 2008 – Aug 2010	MA in Mass Communication University of Karachi
Jan 2000 – Feb 2004	B.S. (Honors) In Business Informatics Hamdard University Karachi
Jan 2003- Jan 2004	Diploma: Graphics Animation & Video Post-Production Pixtor Institute of Digital Technologies Karachi

Design Portfolio

	Mobile application prototypes
	reGame Mobile app for video gaming enthusiasts for selling and buying games, and gaming accessories regameapp case study

Skills

Digital Product design

- ✦ App design
- ✦ User interface design
- ✦ User experience design
- ✦ Web design
- ✦ Wire-framing
- ✦ Mockups
- ✦ Prototyping
- ✦ UI elements/components
- ✦ UI kits
- ✦ Design system concepts
- ✦ Style guides
- ✦ Visual hierarchy
- ✦ Typography
- ✦ Iconography
- ✦ Color theory
- ✦ Graphic design

UX design

- ✦ Problem identification
- ✦ Ideation, brainstorming
- ✦ User research
- ✦ User persona
- ✦ Design user flows
- ✦ Writing user stories
- ✦ User journey
- ✦ Information architecture
- ✦ Competitive analysis

Tools

- ✦ Figma
- ✦ Adobe Xd
- ✦ Miro
- ✦ Photoshop
- ✦ VSCode
- ✦ Xampp Web Server
- ✦ 3D Studio Max
- ✦ Adobe Premiere
- ✦ Aftereffects
- ✦ MySQL
- ✦ MS Office

myDoctor
Mobile app for booking doctors' appointment
[mydoctor case study](#)

Web design

Personal Website
www.salmanaly.de





Cotton Creations
Website design (freelance)
www.salmanaly.de/cottoncreations/

Graphics design

Digital artifacts
Crafted 3D and 2D digital artifacts including digital business cards, product catalogues and many more
www.salmanaly.de/graphicsdesign.html

Branding
Logo Design for digital and print design (freelance)

Programming

- HTML 
- CSS 
- Bootstrap framework 
- JavaScript 

Other skills

- Graphic design for digital and print media
- Digital content designing for social media marketing
- Email marketing
- Digital product catalogues
- 3D modeling
- Photo editing
- Video editing

Languages

- English (fluent)
- German (good)
- Urdu (mother tongue)

Soft skills

- Problem solver
- Communicative
- Team player
- Time management

Hobby

- Cycling
- Music
- Video-gaming
- Table tennis
- Badminton