



JAMAYEL AHMED

Frontend Web Developer | Graphic Designer

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Professional Profile

I'm a multidisciplinary designer with 8+ years of experience in a broad range of areas from traditional Graphic Design to Frontend Web development, UI and UX design. Over the past 7 years, I have worked my way up the ladder whilst working for one of Britain's 100 fastest-growing e-commerce retail company (as ranked by the Sunday Times Fast Track 100 in 2018). The experience and skills I gained include user research to enhance customer experience, front-end coding, website optimisation and email marketing.

As a web designer, I was able to utilise modern development techniques like responsive layout (Bootstrap 3 & 4, Grid and Flex-box), HTML5, CSS3, SCSS, SVG, JavaScript (jQuery), semantic mark-up and BEM naming convention thus improving the efficiency of code development and maintenance. My graphic design work reflects a passion for natural organic forms; creating clean, simple visuals focused on effective user-centered design.

Employment History

UI Designer | Frontend Web Developer | Apr 2015 - Present

FREESTYLEXTREME LTD - BRISTOL, UNITED KINGDOM

Working as part of an in-house design and development team, I was responsible for the UI design, front-end development and maintenance of the multi-lingual e-commerce website; operating in more than 60 countries through its 20 international storefronts.

My role expanded to:

- Executing website improvements including the use of SVG and sprites graphic to improve page speed.
- Using user research to problem solving and understanding macro and micro-moment design. In order to create an intuitive and memorable user experiences.
- Utilising modern development techniques to improving efficiency of code development and maintenance e.g. responsive layout (Bootstrap 3 & 4, Grid and Flex-box), HTML5, CSS3, SCSS, JavaScript (jQuery), semantic mark-up and BEM naming convention.
- Managing all website graphics in 12 different languages.
- Creative direction of all website promotion (e.g. Black Friday event, Xmas rebranding etc).
- Designing and coding HTML email newsletters, abundant basket and customer retention emailers (using Mailchimp, Emarsys and Barilliance).

Result:

- website traffic: over 9 million per year
- Pageviews: over 50 million per year
- Mobile traffic: Over 5 million per year (increased by 70%)
- Bounce rate: 55% (average for e-commerce)
- Average page-load: below 3 secs
- Conversion rate: 2.70%
- Newsletter traffic: over 39,000
- Newsletter bounce rate: 13%
- Newsletter conversion rate: 2.58%
- Newsletter open rate: 11.16%

Degree

CREATIVE PRODUCT DESIGN (BSC HONS)
University of the West of England | 2007 - 2010

Courses

BUILD WEBSITE UI

Codecademy | September 2018 - November 2018

WEB DEVELOPMENT FUNDAMENTALS

Udacity | 2016 - 2017 (part time)

FRONT-END FORMATIONS | CSS CROSS COUNTRY

Code School | 2015 - 2016 (part time)

Skills

- UI/UX Design
- Wireframing
- Sketching/Rendering
- Rapid Prototyping
- Responsive Web Design
- Usability Testing
- Website optimisation

Programming

- HTML 5
- HTML Emails
- CSS 3
- SCSS/LESS
- Bootstrap 3/4
- SVG
- JavaScript*
- jQuery*
- Git
- Gulp*

* Learning or lightly familiar

Tools

- Photoshop
- Illustrator
- InDesign
- After Effects*
- InVision
- Visual Studio
- MS Office
- Mailchimp
- Emarsys
- WordPress
- Woocommerce
- Shopify

UI / UX Designer | Apr 2014 - Apr 2015

FREESTYLEXTREME LTD - BRISTOL, UNITED KINGDOM

Responsible for redesigning the FreestyleXtreme website and blog for the growing mobile users following a responsive design approach.

UX tasks:

- Conducting user testing and other qualitative research.
- Developing wireframes based on user needs.
- Using prototyping software such as "InVision" and "Balsamiq".

UI tasks:

- Producing clean mobile friendly designs based on research.
- Ensuring clear brand identity when prototyping.
- Communicating with stakeholder and improving the design according to feedback.
- Collaborating with developers to test and launch the new mobile website.

Result:

- Revenue per visitor on mobile and tablet devices increases 37.5%.
- 41.3% increase in revenue per visitor.

Junior Graphic Designer | Apr 2012 - Apr 2014

FREESTYLEXTREME LTD - BRISTOL, UNITED KINGDOM

Responsibilities expanded to:

- Working closely the photography department, editing and publishing fashion photography.
- Managing and updating the company's website and newsletter graphic.
- Designing and printing MX / MTB jerseys for athletes.
- Extensive use of Adobe Photoshop, Illustrator and InDesign to create graphics for product advertisements and print media.

Freelance Graphic Designer | Jan 2011 - Present

JAMAYEL AHMED DESIGN - BRISTOL, UNITED KINGDOM

For my personal development and to give something back to society, I use my "Jamayel Ahmed Design" freelance platform to take on charity projects on a purely voluntary basis.

My services expanded to:

- Branding and advertising projects
- Web design (WordPress, Woocommerce & Shopify)
- Corporate identities
- Digital art work
- Print ready documents (posters catalogue, magazine & brochures)

References

BEN RICHARDSON

Co-founder & Director | FreestyleXtreme

✉ | ben@freestylextreme.com

BRIAN POWNER

Senior Developer | FreestyleXtreme

✉ | brian.powner@gmail.com

RIZWAAN GANGAT

Project Manager | BTIT

✉ | rizwaan.gangat@azonelearning.com

Outside of work

Outside of work I like to keep fit and work on my personal development to give something back to society/local community. I use my "Jamayel Ahmed Design" freelance platform to take on charity projects on a purely voluntary basis e.g. Rohingya Cultural Center (USA - website design), As-Suffa feed the homeless outreach (Bristol - food server & graphic designer), BTIT Sunday Islamic School (Bristol - website development) just to name a few.

In my spare time, I like to keep my mind active by watching documentaries, building custom bicycles and going on bike rides with friends.