

# HASFAL BACKER ABUBACKAR

## UI/UX DESIGN LEAD

Creative design professional with over 14 years of experience in web and graphic design. Expertise in user experience, information architecture, and front-end development. Passionate about creating beautiful and intuitive designs that make people's lives easier.



## EXPERIENCE

**Senior Web Designer • March 2016 - present**  
dmg events • Dubai, UAE



- Leading the digital design team, serving as a mentor to evaluate both individual and team performance ensuring that individual and department actions are in line with brand guidelines, corporate values and strategic goals.
- End to end planning and designing elegant and user focused website workflows.
- Collaborated with cross-functional teams to create a seamless user experience, including UX/UI designers, frontend developers, backend engineers, QA testers, marketing specialists, sales representatives, etc.
- Research user behaviour & plan user journey for new and existing event websites.
- Researching the most effective marketing and advertising tools to use across multiple media types.
- Managed multiple projects at once while ensuring quality standards are met within deadlines and budgets.
- Maintaining website issues to a minimum in regards to website's front end issues (design, coding and security)
- Management of all digital projects (Cost estimation, task distribution, task analysis)
- Management of website tasks and coordination with third party developers
- Collaborate with the other designers of the team to maintain design consistency and coherence across all aspects of the websites, digital collaterals and branding.
- Provided mentorship to other designers on best practices for designing products as well as mentoring junior designers through their first project experiences.

## CONTACT INFORMATION

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www.linkedin.com/in/hasfalbacker

## SKILLS

### Digital Design

Adobe Photoshop  
Illustrator

### Print Design

Adobe InDesign  
Acrobat Pro DC

### Coding

Adobe Dreamweaver  
Bootstrap Studio

### Web-based Skills

HTML 5  
CSS#

## Web Designer • July 2011 - March 2016

dmg events • Dubai, UAE



- CMS Website Design and front end development
- Static websites (holding pages) design and Development
- Landing pages and Yelp(Your Exhibitor Landing Page) designs
- Designing of digital collaterals such as banners, online brochures, and images for the website.
- Vyond Online Video development
- Onsite marketing email newsletter creation and editing during event days
- Bring innovative design ideas keeping up with current trends relevant to the business, particularly web interaction design, dynamic content and personalisation for emails.

## Web Designer • March 2008 - June 2011

dmg events • Dubai, UAE



- Created new design themes for various websites, brochures, mobile applications and print advertisements.
- Design flash applications and banners for the company's flagship websites - [www.sandcastles.ae](http://www.sandcastles.ae) and [www.clicksnhits.ae](http://www.clicksnhits.ae).

## EDUCATION

June 2000 - June 2004

### B.Tech (Electronics & Communications)

Cochin University of Science & Technology  
Cochin, India

## CERTIFICATIONS

April 2022

### The Practical Guide to Usability

The Interaction Design Foundation  
Credential ID 113051-2022-687725

Nov 2021

### Design Thinking: The Ultimate Guide

The Interaction Design Foundation  
Credential ID 113051-2021-633737



## MORE INFORMATION

### Date of birth

10 November 1982

### Relationship status

Married

### Languages

English, Hindi, Malayalam, Arabic (basic)

### Driving License

UAE LMV