FIDA UR REHMAN

User Interface Designer and Front-End Developer

www.fida.pk me@fida.pk – 92 300 9712255

Hi, I'm Fida. I am proud to define myself as a Full Stack Designer & Developer having over 17 years of total experience, 13 years hands-on work experience in UI/UX design, rapid prototyping, user experience and 8 years of responsive/responsible front-end development and backend developer. I bring a unique blend of skill sets to the table in that I not only have a diverse background in UI/UX and developing, but I also have experience in back-end technologies such as Node.js and PHP Laravel and Databases MongoDB and mySQL.

EXPERIENCE

FOUNDER, TEAM LEAD & PROJECT MANAGER

CREAXE *Branding & Digital Agency*   **June 2018** *to* **Present**

- As owner of the company I handle creating business plans, working with the finance team, reviewing sales, developing marketing strategies and identifying business opportunities.
- As team leader I help the development team with various technologies such as Angular, LESS/SCSS, HTML/HAML/PUG, JS/JQuery, IONIC Framework and NodeJS with MongoDB.
- I do handle all the servers and cloud solutions, such as Linux Ubuntu Droplets, Amazon ECS, DO Spaces and AWS S3.
- Leading team of designers and developers and building out new hybrid Android and iOS apps in various categories.
- Working directly with clients as both designer/developer and project manager.

LEAD FRONT-END DEVELOPER, UI/UX ENGINEER & CYBER SECURITY CONSULTANT

SEVEN SIGMA *Technologies*   **Feb 2016** *to* **May 2018**

Design new products based on business requirements on a small, agile, new product development team to drive Seven Sigma forward in the technology industry. Work with developers to aid in best user interface application development, implement functional requirements, and deliver digital assets to developers for optimal integration of designs. Design wireframes, websites, landing pages, maintain documentation, including screen samples, and style guides. Interact with quality assurance personnel during system testing phases of web-based application development.

Worked On:
- Re-branded the company
- Get a Ride
- WatcHaji
- Spine Engineering
- Vehicle Access Control Solution
- Visitor Management System
- Attendance Management System

- Complaint Management System
- Cyber Security Solutions such as Video Surveillance, Vulnerability Assessments, GPS Tracking and Intrusion Detection.

LEAD UI/UX DESIGNER & DEVELOPER
Perseus Solutions   **March, 2015** *to* **Feb, 2016**

Lead creative development and design interaction for products including web, mobile, and graphics. Taking user interface art and design through every stage of development from creating the initial paper concepts through to implementing final working assets, including the localization process. Wireframe, design and prototype next-generation digital user interfaces and experiences that engage and inspire passionate users. Drive and execute unique cross-platform user experiences.

Worked On:
- Masco Energy (www.mascoenergy.com)
- Masco Solar Energy Logos and Graphics
- Resource Solutions UAE (www.resource-solutions.ae)
- Hungarian Games UAE (www.hungariangames.com)
- Scooty Solutions (scooty.com.pk)
- Pairs Socks (pairs.com.pk)
- TeamPerseus.com

LEAD DESIGNER
LOGOBY.US   **2011** *to* **March, 2015**

Lead creative development and design interaction for products including web, mobile, and graphics.
- Manage teams to deliver outstanding interactive visual products.
- Ensure the usability, consistency, brand relevance, and functionality of the finished product.
- Ensure that the creative function operates in an efficient, profitable manner.
- Responsible for selection and recruitment of senior and junior designers, including talent need forecasting.

GRAPHIC DESIGNER & DRAFTSMAN
Watan Group, Kabul, Af   **2009** *to* **March, 2011**

Worked with Ehsaan Construction Company of Watan Group on the Marriott Hotel.
- Redesigned, developed, and maintained Watan Groups logos, websites and graphics.
- Producing accurate drawings using AutoCAD. Prepare site manuals and drawings with records of revisions.
- Prepare assembly and detailed drawings on the basis of the information and instruction provided.
- Makes necessary calculations for drawing development.

UI/UX DEVELOPER & GRAPHIC DESIGNER
Freelancer   **2004** *to* **Present**

Clients: *(details of each client will be provided on demand; with complete contact details)*
WhyGo, Banks Huntley, Digital Darwin, Appetite 4 Culture, ScamHosts, Shenobis, Smart Events, Fabre Jean, Chris, Visualaz, iFlow, WOW, SendPostCard, SurePath, The Chair Exchange, Acal, Ampliosys, Azure Healthcare, BranDecision, ePrint123, Luxury Swim Spas, Mind Metrics, Meat Solutions, My Career Development HQ, Mainsail Jewelry, Desired Destinations, Server Holding, ReneSejling, LongFellow, Balurghat, Mathieu Durand, FAMEBros, SmartRisks, Gentle Apparel, Teleportalen, Lisa and many more

Design and Technical Skills:
- Extensive experience with using design tools including Photoshop, AdobeXD, Illustrator, InDesign, After Effects, 3DS Max and AutoCAD.
- Experienced with HTML5/PUG, CSS3/LESS/SCSS, JS/jQuery/Fabric.js, Angular, Ionic, Datatables, and Bootstrap.
- Handson experience in Php Laravel, NodeJS, MongoDB and MySQL.
- Highly skilled in user interface design, user experience design, interactive prototyping, brand identity, graphic, web, print, motion design and front-end development.

Prominent Portfolio Links:

www.fida.pk	Personal Profile
play.google.com/store/apps/developer?id=fida.pk	Apps that i developed personally
www.behance.net/fidaktk	Graphic & UI Work portfolio
www.behance.net/CreaxeTeam	Graphic & UI Work portfolio
www.dribbble.com/fidaktk	Graphic & UI Work portfolio
www.creativemarket.com/fidaktk	Graphic work for sale
www.graphicriver.net/user/fidaktk/portfolio	Graphic work for sale
www.themeforest.net/user/fidaktk/portfolio	Development work for sale
www.99designs.com/profiles/fida	Design Contests.

Contact:
Phone: 0092 300 9712255 (WhatsApp available)
Email: me@fida.pk
Skype: fidaktk (available for skype interview)
Website: www.fida.pk

For more information please do not hesitate to contact me.

Thanks!
- Fida