SADA-E-SABOOR

PRODUCT DESIGNER | EXPERT WORDPRESS DEVELOPER

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Behance Portfolio   **Website Portfolio**

WORK EXPERIENCE

Product Designer | WordPress Developer Techzooni | Sep, 2024 – Present

Techzooni - Redesigned WordPress Website
Role: Product Designer - WordPress Developer
- Full Stack Web design & development on WordPress
- Performed Technical SEO on the website, increasing the **site's overall score up to 90/100**.

UI/UX & Frontend Designer | WordPress Developer   Wellwink | 2023 – Present

Wellwink - Healthcare Software Desktop Application
Role: UI/UX Designer - FrontEnd Designer

- Designed an intuitive interface encouraging patients to participate in their care, improving health outcomes, and reducing readmissions.
- Effectively communicated design ideas, persuading stakeholders of the benefits through data-backed presentations, resulting in approval for innovative solutions.
- Established a design system. Enabled smooth developer handoff and remote collaboration
- Through targeted research, I identified key areas to improve the experience for healthcare professionals, clinics, hospitals, facilities, and patients, resulting in a **40% boost in satisfaction**.
- Created content for Chronic Care Management and Remote Patient Monitoring services

Asna Marketing - Digital Marketing WordPress Website
Role: Lead UI/UX Designer - WordPress Developer - Content Creator

- Delivered the complete design of the website, from user research and UI Designs to WordPress Development
- Collaborated with key stakeholders to align with business goals.
- Created SEO-friendly design and content, increasing **B2B revenue by 30%.**

GenByGenHealth- CCM HealthCare WordPress Website
Role: Lead UI/UX Designer - WordPress Developer

- Redesigned the complete design of the website, from user research and UI Designs to WordPress Development
- Collaborated with key stakeholders to align with business goals.
- Created targeted lead-generation landing pages, LinkedIn posts, and workshop flyers, **increasing event registrations by 65%**.
- Weekly Blog Proofreading for CCM and RPM educational purposes.
- **Increased the** website's performance from **40% to 86%** on mobile.

Eventsatthehighlands- Event Venue Rentals WordPress Website
Role: Lead UI/UX Designer - WordPress Developer

- Redesigned the website, from user research and UI Designs to WordPress Development
- Performed Technical SEO.
- Collaborated with key stakeholders to align with business goals.
- Created targeted lead-generation landing pages, local area pages, Google and Facebook Ads, and Instagram posts, **increasing revenue by 85%.**

SKILLS

User Research
User Interviews, Surveys and Questionnaires, Persona Development, A/B Testing, Journey Mapping and User Flows, Data Analysis and Metrics

Interaction Design
Information Architecture, User Flows, Sitemaps

Design Thinking and Problem-Solving
Wireframes, High-Fidelity Prototypes, Design System, Responsive Design, Prototyping

Front-End Development
HTML, CSS, Sass, JavaScript, Bootstrap, Tailwind

Agile Collaboration and Project Management
Planning and Scheduling each phase of the UX cycle, Scrum Participation, Stakeholder Collaboration. Task Organization and Prioritization, Progress Tracking and Reporting.

TOOLS

Design
Figma, Adobe Suite, Canva

Development
WordPress, Shopify, Squarespace, RubyMine, Webstorm, Git, System.io

Digital Marketing
Zapier, HoneyBook

Project Management
Jira, Teams, Slack

WordPress Developer (Contract) Stratheia | Nov 2023 – Jan 2024

Stratheia- News WordPress Website
Role: Lead UI/UX Designer - WordPress Developer
- Full Stack Web design & development on WordPress
- Innovated and executed design concepts for Mobile & Desktop application interfaces and animations, leading to 200+ hours saved on design iterations due to improved clarity and user feedback integration.

UI/UX Designer & Content Creator   Activekey Solutions | Oct 2021 – Feb 2024

Activekey Solutions - Company Website
Role: Associate UI/UX Designer - WordPress Developer

- Delivered a complete redesign of the company website, from user research, wireframes, and UI designs to WordPress Development.
- Was awarded Employee of the Month for my solo efforts on this project.

Advanced Roofing - Construction Company WordPress Website
Role: Associate UI/UX Designer - WordPress Developer

- Delivered a complete website redesign, from user research, wireframes, and UI designs to WordPress Development.
- Created targeted lead-generation landing pages and boosted **conversion rate by 515%** through data-driven design decisions.
- Innovated and executed design concepts for Mobile & Desktop application interfaces and animations, leading to 200+ hours saved on design iterations due to improved clarity and user feedback integration.

Advanced Green Technologies - Solar Energy Company WordPress Website
Role: UI/UX Designer - WordPress Developer

- Delivered a complete website redesign, from user research, wireframes, and UI designs to WordPress Development.
- Created targeted lead-generation landing pages, achieved a **41.5x increase in conversion rate, catapulting from 2% to 83%.**
- Innovated and executed design concepts for Mobile & Desktop application interfaces and animations, leading to 200+ hours saved on design iterations due to improved clarity and user feedback integration.

Deliver Whiz - Pharmacy Delivery Website
Role: Associate UI/UX Designer - WordPress Developer - Content Creator

- Worked on responsiveness and enhancement of WordPress Design.
- Created relevant content for the pages.

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Bringing a blend of strategic UI/UX design, technical skill, and collaboration, I'm ready to contribute meaningful solutions to your team.

EDUCATION

UMT (BSSE)
NOV 2017 | CGPA 3.82

CERTIFICATIONS

Design Mobile Apps: UI/UX & Prototyping in Adobe XD

Adobe Illustrator CC | Advanced Course

Digital Marketing

Profitable Web Designing & Freelancing

Master Web Design in Photoshop

AI for Designers

Agile Methods for UX Design

ACHIEVEMENTS

Won Gold Medal in Online International Logo Design Contest

Dean's Merit Award Fall (2013 & 2014)

Worked voluntarily as a Graphic Desinger and Social Media Manager at Youth Club Organization (2017 - 2018)

Received Employee of the Month for leading a Volunteer Project at Activekey Solutions(Oct 2022)