



NAJAM AMIN

Founder / Principal UX/UI Designer
Dinx Studio Inc.

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RESUME

With over 17 years of hands-on experience as a strategic, creative and innovative User Interface/User Experience Lead Designer – emphasising on Usability Engineering and modern User Interface Design strategies with the proven know-how, to combine creative and usability standards to achieve maximum results in world-class Web and Mobile applications industry and markets.

// KEY STRENGTHS

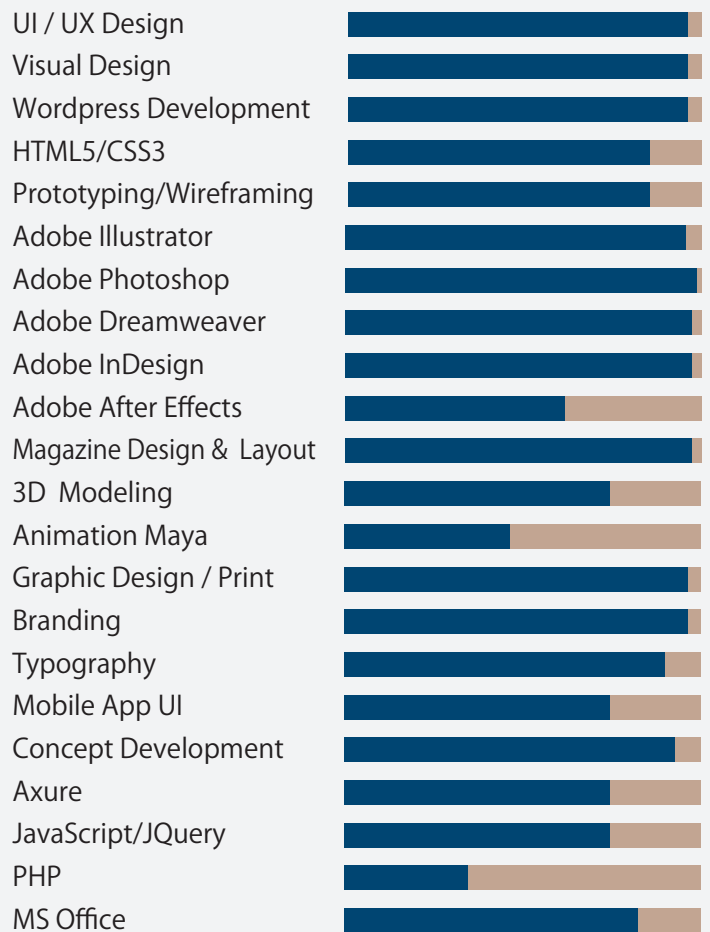
- Ability to craft elegant, persuasive and responsive websites & online marketing campaigns for social media.
- Solid understanding of UX/UI design principles - Research, Design, Sketches, Adaptive Prototypes, Wireframes, Screen Flows & Sitemaps for Web & Mobile Apps.
- Good visual design skills and knowledge of using tools like Adobe Suite, Axure RP etc.
- Strong knowledge of creating custom responsive websites and WordPress base website.
- Strong knowledge of converting PSD files into sleek responsive HTML pages.
- Solid Understanding of HTML5, CSS3 and JavaScript/ JQuery.
- Ability to deliver quick multiple, inventive ideas that are fresh and simple while solving complex customer and business needs.
- Detailed eye for typography and color management
- Experience in graphic design and creation of UI visual assets: Theme icons, vector graphics & shapes etc.
- Magazine Design and Layout: From Design and layout to print ready.
- Solid knowledge of Branding Principles, Stationary and other collateral design for Print Media.

// TOOLS / TECHNOLOGIES

Extremely creative eye for quality layout and detail design patterns. Expert skill set and knowledge of Adobe SUITE, Axure RP, HTML, CSS, and JavaScript. Leading as a Senior Creative Director, I have a detailed working experience in the web, (Custom website design & CMS) and advertising industry, knowledge of crafting sleek and cutting-edge responsive websites & Mobile App UI's.

Strong knowledge and experience in Magazine Design and Layout process, solid knowledge of handling Post and Pre-print issues, colour management, image editing and using creative typography.

// SKILLS



// EDUCATION

SHERIDAN COLLEGE, OAKVILLE - CANADA

Post Graduate Diploma in 3D Computer Animation and Information Technology (2010 - 2011)

PRESTON UNIVERSITY, ISLAMABAD - PAKISTAN

Master Degree in Computer Science (MS-IT) (2002)

// PROFESSIONAL EXPERIENCE

FOUNDER / PRINCIPAL UX/UI DESIGNER


Dinx Studio Inc.

 November 1999 - Present  Toronto

Dinx Studio Inc. is an award winning web design company with creative technology strategies for cutting edge visual designs that work well for people, fully attuned to both creative and technical perspectives. In business since 1999, Dinx Studio has delivered thousands of web design, development, and application projects for hundred of clients and companies, with accuracy and satisfaction around the globe.

SENIOR CREATIVE DIRECTOR / PRINCIPAL UX/UI DESIGNER

Iraynu Studio and Iraynu Magazine

 June 2011 - July 2013 (2 years 2 months)  Toronto

- Worked as a Principal UX/UI Designer, responsible for concepts, and creating cutting-edge UI/UX interface design, mobile application front-end development.
- Crafting elegant, persuasive and responsive websites & online marketing campaigns for social media.
- Solid understanding of UX/UI design principles - Research, Design, Sketches, Adaptive Prototypes, Wireframes, Screen Flows & Sitemaps for Web & Mobile Apps.
- Coordinating with clients for requirement gathering and workflow process details, task scheduling and estimations for on time delivery and deployment.
- Detailed eye to design and layout of aesthetically pleasing graphic editing and manipulation in Photoshop
- CMS Developer – Wordpress Development and Maintenance
- Converting PSD's to responsive websites using HTML5, CSS3, Javascript/JQuery.
- Planning branding, advertising and marketing strategies.
- Worked as a Lead Creative Designer responsible for Magazine Design and layout, including extensive image editing and manipulation for strong and pleasing layout.

GRAPHICS LEAD

Ciklum

 November 2006 - August 2010 (3 yr. 10 m)  Pakistan

Ciklum is an innovative IT outsourcing company specializing

in near shore software development in Ukraine. Established in 2002, Ciklum has four development offices in the four largest cities in Ukraine and two development offices in Pakistan, as well as offices in Denmark, Sweden, United Kingdom, Germany and the Netherlands.

Responsibilities:

Involved in communicating with the client and offshore development team to working in collaboration to produce UI Design & front end development of Enterprise Web and Desktop based applications. Was reporting directly to the CEO (on-Shore).

- Created Sketches, Wireframes, Prototypes, Process Flows, Screen flows etc.
- Accomplished web design projects through UX/UI principles and evaluating project activities in an Agile environment.
- Creating online and digital assets such as HTML pages and emails, static and animated web banners, landing pages, facebook pages, responsive web pages, icons, presentations and creation of flippable E-Catalogs for global campaigns.
- Mobile front-end UI development.
- Creating print materials such as infographics, posters, banners and brochures for internal departments and for global campaigns, and also collaborated with the team to create a global branding guideline and advertising templates.
- Planing and execution of product Branding on strict branding principles by creating the logo, colour scheme, unique typography and other promotional materials for the marketing campaigns.
- Worked close with the project managers and their teams to gather requirements, execute the process and deliver the required User Interfaces in an Agile environment.

CREATIVE PRINCIPAL DESIGNER / TEAM LEAD

Avenir Technologies

 January 2001 - October 2006 (5 yr 10 m)  Pakistan

Avenir Technologies is one of the fastest growing and most dynamic business process automation, software development, e-commerce and web development services provider in Pakistan.

Responsibilities:

- Worked as a "Principal Creative Designer" with Team Lead responsibilities to work in collaboration with other team

- member's to design and develop websites, Desktop Application interfaces, Flash based intros,
- Designed and developed several website using HTML/ CSS and drop down menus and navigation bars.
- Redesigned and optimized company's website and seasonal magazine for their clients and created optimized and flippable online PDFs from magazine's menus using InDesign, Photoshop and Acrobat.
- Mobile web interfaces, Icons, Brochures, HTML Newsletters, Logo Design and other Print arts.

// MAGAZINE DESIGN & LAYOUT EXPERIENCE

SENIOR CREATIVE DIRECTOR / MAGAZINE DESIGN AND LAYOUT SPECIALIST

Checkout My Business,

A Jewish community based magazine in Toronto.

June 2011 - Present

- Working as a Chief Creative Director and Magazine Design and Layout Specialist.
- Responsible for new concepts, with cutting-edge and modern articles design and layouts
- Coordinating with clients for requirement gathering, and discussing ideas for thier branding.
- Task scheduling and estimations.
- Complete article designing and layout using rich graphics specifically for the Jewish community.
- Design and layout of aesthetically pleasing designs in Photoshop. (Detailed Image manipulation and retouching)
- Magazine website updation and management.
- Converting the print files into Digital format to upload on the wbsite for online users and clients.
- Extensive expereince and knowledge in handling Post and Pre print issues.
- Responsible for making the final book ready for print by proof reading for any errors and corrections with the editorial staff.

➤ For print and magazine portfolio visit:
<https://issuu.com/najamnami>

// EXPERTISE



Creative and Technical
Leadership and Direction



Software, Web and
Mobile UX/UI Design



Visual, Graphic and
Multimedia Design



Client Relations
and Management



CMS - Wordpress
Website Designer

// WHY ME?

- Creativity and the ability to produce visual concepts
- Self-motivation and perseverance
- Organizational and managerial skills
- The ability to work independently and as part of a team
- Being able to accept constructive criticism
- A passion for advertising
- Computer proficiency and knowledge of relevant software
- An eye for details and accuracy

With my keen ability to evolve conceptual campaigns and design projects, combined with my in-depth experience in team management and collaboration, I am prepared to excel in providing outstanding creative services and direction to your company. I look forward to discussing the position, and my qualifications, in further detail. Thank you for your consideration.

Sincerely,
Najam Amin

// REFERENCES

WAZEER JALAL // Director, Computek College
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SHALOM ROSENZWEIG // Sales Representative, Realtor
Phone: 647-785-7822 // Email: shalomrealtor@gmail.com

STAN ROSE // President, Checkout My Business
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