

Maroof Haider

UI/UX Designer & Frontend Developer

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Portfolio: <https://marroofhaider.com/>

PROFESSIONAL SUMMARY

Results-driven UI/UX Designer and Frontend Developer with over 10 years of experience in creating user-centered, responsive designs for web and mobile applications. Proficient in HTML5, CSS3, JavaScript, and modern frameworks like Tailwind CSS and React.js. Skilled in wireframing, prototyping, and ensuring cross-browser compatibility to deliver seamless digital experiences. Adept at collaborating with cross-functional teams to drive user engagement and conversion rates.

PROFESSIONAL EXPERIENCE

Shopify UI/UX Designer

Infobridge.io - Remote (Colorado, Denver, CO)

August 2024 – Present

- Designed and implemented user-friendly landing pages for Shopify stores, increasing conversion rates by 20%.
- Developed responsive email templates optimized for desktop and mobile, ensuring brand consistency and improving click-through rates by 15%.
- Created intuitive e-commerce designs using Figma, focusing on user engagement and conversion optimization.

Lead UI/UX Designer

Informa – Karachi, Pakistan

November 2017 – July 2024

- Collaborated with cross-functional teams, including designers and developers, to implement website features and improve user experiences.
- Designed wireframes and interactive prototypes using tools such as Adobe Creative Suite, Figma, Sketch, and Canva.
- Ensured cross-browser compatibility and consistent performance across multiple platforms.

UI Designer & Frontend Developer

Wizdom.AI – Karachi, Pakistan

October 2013 – October 2017

- Developed pixel-perfect, responsive web pages using HTML, CSS, and JavaScript.
- Managed the full lifecycle of engineering systems, from initial design to final implementation.
- Researched and applied UX/UI best practices to deliver innovative solutions tailored to client requirements.
- Designed user-friendly interfaces for websites and mobile applications using HTML5, CSS3, Sass, Tailwind CSS, and jQuery.

Senior Web Designer

Cygnis Media, Inc. – Karachi, Pakistan

September 2010 – September 2013

- Created custom graphics, logos, and illustrations to enhance the visual appeal of web and Facebook applications.
- Built engaging web pages using HTML, CSS, and jQuery, ensuring cross-browser and cross-platform compatibility.
- Optimized website performance, resulting in faster load times and improved scalability.

TECHNICAL SKILLS

Design Tools: Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe XD, Canva, Kittl, Rive

Frontend Development: HTML5, CSS3, Sass, Post CSS, Tailwind CSS, JavaScript, jQuery, GSAP Framework, React.js (Beginner)

Prototyping & Wireframing: Wireframing, Interactive Prototyping

Version Control: Git

Other Skills: Sass Design, Responsive Design, Cross-Browser Compatibility, Mobile App Design, Landing Page Design, Email Template Design, Single Product Page Design (Shopify, eCommerce)

EDUCATION

Bachelor Of Science In Computer Science

Pimsat University – Karachi, Pakistan

2010 – 2013

KEY ACHIEVEMENTS

- Delivered user-friendly interfaces for e-commerce platforms, resulting in a 25% increase in user engagement.
- Optimized website performance, reducing page load times by 40%.
- Collaborated with cross-functional teams to deliver innovative UX/UI solutions, improving client satisfaction scores by 30%.

LANGUAGES

English (Fluent)

Urdu (Fluent)

Hindi (Fluent)