

Hi , I am

MOHAMMAD ATIF

Lead Full Stack Developer and Architect (Frontend)

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experience: 17years



ABOUT ME

I am experienced, motivated and highly organized professional who has worked on extensive range of projects with both public and private sectors.

Experienced, innovative and self-motivated professional with the ability to training individuals and teams on technologies. Manage, plan, create and execute interactive and creative web/mobile applications and sites that meet user goals and requirements.

SKILL SET

Professional Skills: Agile Methodologies / Cross Functional Team Collaboration / Time and Team Management / Training and Education/ Human Centered Design / Wireframes / Prototyping / MVC / SEO / Usability and Analytics / Responsive Design / Scrum / Kanban

Languages and frameworks: HTML5 / CSS3 / javascript / bootstrap / React/ Material Design / Phonegap / Ionic / expressjs / Angularjs / Node.js / jQuery / jQuery Mobile / jQuery UI / LESS / SASS / gulp / bower / XML / json /REST/ Java, /.NET / C / C++

Databases: MySQL / Ms.SQL / NoSQL

Tools: Visio / Axure / Photoshop / Illustrator / Google Maps and Analytics

And Yes: the 16 years' experience has rendered and polished my ability with the following but I am a geek, and quick learner and never afraid to dive into any technology and take new challenges.

PROJECTS AND CLIENTS

Vision 2015 (**Dubai Border Control Solution**), EIDA (**Emirates ID**), eDNRD Mobile, Noqodi (**Payment Gateway**), Noqodi Mobile, ARA(**Correspondence Management System**), Shari (**ecommerce Solution**), **Mobile Applications** for **GDRFA Dubai Govt** and **Noqodi payment gateway**. **Websites and Applications** for Al Gharbia, The Times ME, Port of Sohar Intranet Application, Abu Dhabi Awards, Dubai Petroleum, **Email Promotion Campaigns** for Emirates Airline, Pepsi Arabia, Snickers, Du, Hamilton.

EXPERIENCE

Sr. UI / UX Developer

Contour, Islamabad

Software Development, Private.

June 2018 – Aug 2022



Lahore, PAK

- **Frontend and Design lead** for a American / Canadian client (Real Estate Division).
- Refining UI Design and Creating UI Animations Web and Mobile Application.
- Frontend Development (Web / Mobile)
- Agile Methodology
- **UI integration** with .NET Platform

EXPERIENCE

Lead Frontend/UX Architect

Zeropoint.IT, Islamabad

Software Development, Private.

April 2017 – May 2018

 Islamabad, PAK

- **Frontend and Design lead** for a Belgium client Aanbieders (v2.staging.aanbieders.be).
- Refining UI Design and Creating UI Animations for Desktop and Mobile.
- Frontend Development (Web / Mobile) using **HTML5 / CSS3 / javascript / jQuery / Bootstrap / SASS / GULP**
- **UI integration** with Wordpress

Lead Frontend Engineer

Zepto Systems, Islamabad

Software Development, Private.

Dec 2016 - Mar 2017

 Islamabad, PAK

- **Frontend and Design lead for the products** www.rightjobs.pk, www.rightproperty.pk
- Strategic consultancy for **better UI Experience**.
- Managing and creating stories / backlog for the products in **JIRA**.
- Frontend Development (Web / Mobile) using **HTML5 / CSS3 / javascript / Angularjs / jQuery / jQuery Mobile / LESS / GULP**
- **UI integration** with PHP applications
- Cross Browser / Device compatibility.

Sr. UX Engineer

emartech, JLT

Software Development, Govt.

Apr 2011 – April 2016

 Dubai, UAE

- Translating high-level requirements into **user flows, wireframes, high-quality mockups, and static or interactive prototypes** for evaluation of concepts to business owners or for validation with end-users (**axure / illustrator**)
- **Ensuring UX architectural standards and best practices** from design to development phase.
- **Collaborating and Assisting** cross-functional teams for **frontend integration**.
- Strategic consultancy for **better UI Experience**.
- Frontend Development (Web / Mobile) using **HTML5 / CSS3 / javascript / Angularjs / jQuery / jQuery Mobile / LESS / GULP**
- Hybrid Mobile App Development with **phonegap / ionic**
- **UI integration** with .NET and Java applications
- Backend Development and Integration using **PHP / MySQL / Angularjs**
- Cross Browser Compatibility

Sr. Web Developer

Zed Communications, DIFC

Media Agency, Private.

Oct 2007 – April 2011

 Dubai, UAE

- Project Analysis and Development [**PHP / MySQL / Apache / IIS / HTML / CSS / XML / jQuery / CMS**]
- **Presentation and Training** Sessions with Clients.
- **Project Management and Cost Estimations**.
- Preparing **Statistical and Analytical Reports** for website visitors.
- Managing client's Domains and Hosting.
- Search Engine Optimization (**SEO**).
- **Award:** Lynx Award for “Spread the word” campaign

Sr. Web Master (Freelance)

June 2007 – Oct 2007


- Developing User Interface and Graphical Reports from the live MENA stock exchange data using **PHP / MySQL / Apache / IIS / HTML / CSS / XML / jQuery / CMS**

Web Developer

Impact BBDO, Emirates
Towers

Media Agency, Private.

May 2006 – May 2007

 Dubai, UAE

- Managing **email promotional campaigns** for various clients.
- Preparing **SQL Queries** managing databases and preparing **weekly, monthly and annual reports**.
- Training** Internees and junior colleagues.

Web Developer and Designer

Bahria Town, Mall Road

Real Estate, Private.

May 2006 – May 2007

 Lahore, PAK

- Web Development [**PHP / MySQL / Apache / IIS / HTML / CSS**]
- Designing Website and Promotional Banners.

EDUCATION

Bachelor of Computer Science

Staffordshire University, UK (from Asia Pacific Institute of Information Technology, PAK)

Feb 2004

  Lahore, PAK

Studies focused on Project Management, Designs of Corporate Computer Networks, Advance Object Oriented Methods, Professional Issues, Database Systems and Applications, Dynamic Web Application Development

Higher Diploma in Computing and IT

Asia Pacific Institute of Information Technology

Dec 2002

 Lahore, PAK

Studies focused on Computer Networks and Distributed Systems, Database structures and 4GLs, System Programming and Administration, Object Oriented Programming, Interactive Multimedia, System Analysis Design and Implementation, Artificial Intelligence, Computer Systems

Higher Secondary School

Asia Pacific Institute of Information Technology

July 1999

 Khobar, KSA

CERTIFICATIONS

Agile and Waterfall Interoperability at scale

Project Management Institute (PMI), Lahore

January 2017

Focuses on Agile methodologies.

Web Application Architectures

University of California, San Diego (via courser)

April 2015

Grade: 94.9%

Focuses on the modern web application architectures from an engineering perspective

Human Centered Design

June 2016

Certification focused on Human Centered Design, Design Principles, Social Computing, Input and Interaction, User Experience, and Information Design.

Social Computing

enrolled

University of New Mexico (via courser)

Grade: -

Certification focused on Human Centered Design, Design Principles, Social Computing, Input and Interaction, User Experience, and Information Design.

PROJECTS

- v2.staging.aanbieders.be
- www.mohammadatif.com
- www.nddsf.ae
- www.mohammadatif.com/webprojects/tajawal [landing page for tajawal / mockup]
- www.mohammadatif.com/webprojects/edhiram/website [under construction]
- m.dnrd.ae
- www.romaiworld.com
- www.emaratech.ae
- www.zed-communications.com
- www.sohar-aluminium.com
- www.soharportandfreezone.com/
- www.thetimesme.com
- www.bahriatown.com.pk
- www.albarraq.com
- www.ikconsult.com
- www.algharbiafestivals.com
- www.algharbiafestivals.com/watersports/
- www.fun-robotics.com
- http://sv8309.si-servers.com/sca/site/book_01_ar.html
- www.globalcom.ae
- www.maximus.aero
- www.abudhabiawards.ae
- www.dubaipetroleum.ae

Since most of my recent projects and applications I have worked are with government and are of enterprise level. These applications are ran by officers or authorities at back-office by government officials or private individuals. The links and description to them can only be provided in one to one meeting. The design and description for few of them can be seen on my LinkedIn profile (<https://ae.linkedin.com/in/mohammadatif1980>).

REFERENCES

Colin Wilcox – **Head of Research and Development** at emaratech, UAE

Mohammad Ismael – **CEO** at EOY Media, UAE

Mike Gwyer – **Head of Development** at Sainsbury's, UK