

# Husain Hakim

## User Experience Specialist & Project Manager

10 years of work experience with Web sites, Intranets and Web Applications

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## Profile

I am passionate about the user experience of digital and online environments, and my leadership and effective project management with remarkable problem solving skills have resulted in inspired and efficient teams.

With 10 years of progressive work experience and a deep understanding of user behaviour, I have developed and delivered user experience strategies and built design solutions that have resulted in satisfying and desirable Web sites, intranets and Web applications.

Showcase of work is available on <http://husainhk.com>

## Professional Summary

- Expertise: User Experience Design, Interaction Design, Information Architecture, Rich Media/Internet Applications, Web Standards-based Site Development, Content Management Systems, Project Management
- Work experience of 10 years, serving: automotive, financial services, real estate and property, government organisations, telecommunication, industrial and energy, retail sectors
- Currently employed by Mojo Interactive as Director of Interactive Services, based in Dubai
- Affiliations: Member of the Information Architecture Institute (IAI) Interaction Design Association (IxDA) and The Usability Professionals' Association (UPA)

## User Experience Design Skills

- User Experience Strategy and Design
- Information Architecture and Interaction Design
- Wireframing and HTML/Flash Prototyping
- User Interface Design for Web Sites and Web Applications
- Deep knowledge of Web Standards and W3C Specifications
- Web Site Development and Training on Web Standards
- Usability Audits (analysis of Web sites, Intranets and Web Applications)
- User and Business Requirements Gathering and Definition
- Documentation of Functional Specifications/Requirements
- Integration of Content Management Systems

## Leadership Qualities

- Leadership experience in Information Architecture and User Experience Design
- Lead brainstorming sessions, produce remarkable design-documentation
- Ability to think creatively against demanding deadlines with acute attention to detail
- Comprehensive understanding of digital media and interactivity
- Expert project management and problem-solving skills
- Excellent written and verbal communication skills
- Effective and creative problem-solving skills
- Leadership skills with experience in guiding medium to large development teams

# Experience

## Sep 2009 - Present

### Director of Interactive Services, Mojo Interactive, Dubai, UAE

- Provide strategic online consulting services to clients
- Lead online initiatives from concept through to launch
- Direct online user experience design practices
- Optimise internal staff resource and structure
- Client relationship management and identify new business opportunities
- Enhance and promote existing product/service offerings

## Oct 2006 – Sep 2009

### Director of User Experience, Interactive Limited, Dubai, UAE

- Developed effective methodology for user experience workflows and general project management
- Design prototypes for social networks and strategies for user-generated content
- Developed user experience strategies and production design for DFSA, Dubai Industrial City, DIFX, Nissan Motors, Infiniti and Tameer
- Directed the UI design and interaction of custom web applications for Nokia, Majid Al Futtaim and Pepsi
- Designed information architecture for sites driven by Sharepoint Server and custom content management systems
- Develop innovative proposals to capture both account growth and new business opportunities
- Perform strategic account planning with senior management
- Lead, build and direct multidisciplinary Web development teams (Web developers, designers, content publishers)
- Continually improve production methods, problem solving models and best practices

## May 2006 - Oct 2006

### Associate Creative Director, Interactive Limited, Dubai, UAE

- Introduced user experience design practice and received high acclaim
- Lead Web Standards-based site design, strategy and development
- Devised online promotion campaigns and search engine optimisation for various clients
- Demonstrated leadership experience in information architecture and interaction design for portals, intranets and large scale Web sites
- Effectively communicate creative ideas and strategies to all project stakeholders

## Oct 2005 - May 2006

### Senior New Media Designer, Magna Media (acquired by Interactive Limited), Dubai, UAE

- Designed and developed Flash based promotional and product micro-sites
- Produced online banners and supported search engine marketing
- Developed sites with Web Standards compliancy
- Built Flash based applications for micro-sites and portals

## Mar 2001 - Mar 2005

### New Media Designer, Interactive Limited, Dubai, UAE

- Designed Web sites for government, semi government, real estate and FMCG organizations
- Designed and developed Director and Flash based promotional CD ROM presentations and related multimedia solutions (touch-screen applications, information kiosks etc.)
- Designed UI for portals, intranets and custom web applications
- Built Flash based applications for micro-sites and portals

## Roles in Key Projects

- **Nissan, Infiniti Middle East**  
*Role: Creative Direction / Project Manager*  
Design direction and management of production of corporate public Web sites and various Flash-based micro-sites between 2005 and 2007
- **Pepsi, Panasonic, Majid Al Futtaim, Nokia**  
*Role: Chief UI Designer and User Experience Architect*  
Provided guidelines for application UI design, UI asset production and style guides for integration
- **Al Habtoor Motors**  
*Role: Creative Direction / Lead Front-End and Flash Developer*  
Design direction and management of front-end development of public Web site and Flash-based micro-sites for Bentley and Aston Martin.
- **Dubai International Financial Exchange (DIFX)**  
*Role: User Experience Architect, Creative Direction, Project Manager (front-end development)*  
Information architecture, design direction of public Web site, management of front-end development and Web services integration
- **Dubai Financial Services Authority (DFSA), Meraas Holding**  
*Role: User Experience Architect, Creative Direction, Project Manager (front-end development)*  
User experience design (information architecture, interaction design), design direction, management of development with Sharepoint Server
- **Dubai Industrial City, Dubai Industrial Academy, Dolphin Energy**  
*Role: Creative Direction / Project Manager*  
User experience design, design direction and management of the Web sites' front-end development
- **Dubai Police**  
*Role: Chief UI Designer*  
UI design for intranet applications

## Education

- **Bachelor of Commerce**  
University of Pune, India. April 2000. Specialisation in Marketing and Finance
- **Diploma in Multimedia**  
Arena Multimedia (Aptech Limited), Pune, India. September 1998
- **Certificate in Software Development**  
NIIT Limited, Pune, India. January 1998. Specialisation in Programming Logic and Techniques, RDBMS, C++

## Personal Information

- Date of Birth: 4 November, 1979
- Gender: Male
- Marital Status: Married
- Nationality: Indian