**Napta Hag**

***WEB DESIGNER***

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London, England

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|  |  | **PERSONAL STATEMENT**  Motivated and creative Web Designer with over 3 years of experience in graphic design and web design, specializing in WordPress and Shopify for e-commerce projects. Well-versed in UX/UI design, collaborating seamlessly with cross-functional teams to deliver visually appealing and engaging designs. Proven track record of enhancing user experience and driving increased engagement. |

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|  |  | **CORE SKILLS**   |  |  | | --- | --- | | * HTML, CSS, JavaScript, PHP * Adobe Photoshop, Adobe Illustrator, Canva * UX/UI Design, Figma, prototyping * WordPress, Shopify * CMS (Elementor, Web flow) * SEO, Google Analytics, Miro * MS Office, Word and PowerPoint | * Creativity, critical thinking * Agile environment proficiency * Communication skills * Collaboration and teamwork * Attention to details * Time management * Problem-solving abilities | |

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|  |  | **EDUCATION**   * **Diploma in UX Design** - Brainstation Bootcamp, 2022, London * **Master's Degree in International Marketing (MSc)** - Anglia Ruskin University, 2021, London * **Web Design Certificate** - Pitman Training, 2021 |

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|  |  | **WORK EXPERIENCE**  **Web Designer - Humanitarian Operation (HOPE) (Intern)**| *October 2023 - Current, London*   * Revamped website development and management, enhancing user experience. * Collaborated closely with front-end developers to ensure the seamless integration of design elements. * Conducted user testing and iteratively refined the website for optimal user experience. * Made significant contributions to the establishment of a cohesive brand identity and the creation of promotional materials. * Provided valuable feedback for the development and software engineering of a VR product game.   **UX/UI Designer - Unify Giving (Volunteer)** | *May 2023 - December 2023, Remote*   * + Designed and implemented innovative UI/UX for Geta, a start-up app connecting investors and founders.   + Created wireframes, prototypes, and visually appealing designs.   + Collaborated seamlessly with developers for seamless implementation.   + Improved UI iteratively based on user testing.   + Contributed to cohesive brand identity and promotional materials.   **Web/Visual Designer - Freelancer** | *Sep 2022 - Current*   * Specialized in WordPress and Shopify for charities, e-commerce, law companies, and start-ups, achieving a 30% increase in engagement. * Ensured all website designs were visually appealing, intuitive, and optimized for various devices and browsers. * Stayed up-to-date with the latest trends and best practices in web design, user experience, and accessibility standards. * Collaborated with clients to understand their requirements and provided design solutions that exceeded their expectations. |

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|  |  | **MAIN PROJECTS**   * **Soulful Candle (Feb 2022-Apr 2022)** | Case study on an e-commerce website including branding identity, wireframing, prototyping and user research. * **LOTUS app** **(May 2022-August 2022) |** Revamping beauty shopping with a focus on ethics, our project introduces user-friendly features like simplified ingredient descriptions and label-scanning, enhancing the accessibility of ethically sourced beauty products. |

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|  |  | **LANGUAGES**   * English Professional * Arabic Fluent * Italian Native |

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|  |  | **HOBBIES AND INTERESTS**   * Digital photography, Digital Art and Video Editing * Volunteer Art tutor in the community centre and Creative Nanny for children * Painting and portraits |