**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**

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| * 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
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