

# NAPTA HAG

## WEB DESIGNER

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London, England

### 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.

### 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

### 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

### 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.

## ○ 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.

## ○ LANGUAGES

- English Professional
- Arabic Fluent
- Italian Native

## ○ 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