

# Shamim Hadad

Location: Birmingham, UK

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[Portfolio](https://shamimhadad.com/): https://shamimhadad.com/ | [GitHub](https://github.com/Shamim-hdn): https://github.com/Shamim-hdn

Work Authorization: Authorized to work in the UK

## Objective

Versatile UX/UI Designer and Content Creator with a strong background in front-end development and digital content strategy. Passionate about creating engaging user experiences and high-impact content across platforms. Proven ability to blend design, functionality, and SEO to drive engagement and improve user satisfaction.

## Professional Experience

### Freelance Website Developer & Designer

Birmingham, UK | Oct 2023 – Present

- Designed and developed responsive, **user-centric websites** for clients, leading to a **20% improvement in user engagement** through enhanced UI/UX design and content strategy.
- Collaborated with clients to align design and development efforts with business objectives, improving **conversion rates** and **brand visibility**.
- Technologies: **HTML5, CSS3, Bootstrap, JavaScript, Sass**.

### Content Creator & YouTube Channel Manager

Birmingham, UK | April 2024 – Present

- Built and managed two YouTube channels (Farsi & English), focusing on self-improvement and educational content.
- Developed **SEO strategies** to increase subscriber base to over 1,500 (Farsi channel) in under 4 months, **optimizing** video descriptions, tags, and thumbnails for visibility.
- Created all visual content for channels, including thumbnails, banners, and promotional material using **Canva** and **Adobe Photoshop**.

### UI/UX Designer (University Projects)

University Solo & Group Projects | Jan 2023 – Jan 2024

- Led and contributed to multiple UX design projects, including **Auto Space**, **Carbs Buddy**, and **Parent Hub**, improving user experiences through **user research**, **prototyping**, and **usability testing**.
- Delivered design solutions that addressed key user pain points and increased **usability** by simplifying workflows and improving interface clarity.

## Front-End Developer

Pars Novin | Iran | Oct 2019 – Mar 2022

- Developed responsive web applications using **React.js** and modern JavaScript frameworks, ensuring smooth UX/UI integration and optimal cross-device performance.
- Collaborated with cross-functional teams to translate UX designs into functional web applications, resulting in improved **user satisfaction** and reduced bounce rates.

## Education

### MSc in User Experience Design

Birmingham City University, UK | Jan 2023 – Jan 2024

### MSc in Civil Engineering

Ferdowsi University of Mashhad, Iran | Jan 2018

## Key Skills

- UI/UX Design: User Research, Usability Testing, Wireframing, Prototyping, Accessibility
- Design Tools: Figma, Adobe XD, Sketch, InVision, Miro, Canva
- Content Creation: YouTube SEO, Content Strategy, Video Production
- Front-End Development: HTML5, CSS3, JavaScript, React JS, Bootstrap
- Web Development Tools: Git, GitHub, Webpack, npm
- Soft Skills: Communication, Project Management, Problem-Solving, Attention to Detail
- Languages: English (Fluent), Persian/Farsi (Native)

## Selected Projects

### Autoride Ltd | [Autoride Website](#)

Developed the company's website from scratch, implementing a responsive design and optimizing the user experience, resulting in a **30% increase in online inquiries**.

### Get Better | [Get Better Website](#)

Created the content strategy and designed a personal development platform linked to YouTube channels, increasing user engagement by **20%** through streamlined design and targeted content.

### Carbs Buddy | [Carbs Buddy Website](#)

Designed and developed a website to showcase the **Carbs Buddy** mobile app, which assists individuals with diabetes, improving **user engagement** and clearly presenting app features through an intuitive design.