

# HUSSAIN ALI

Senior UI / UX Designer



## BIO

With a formal certification in Graphic Design, a management degree and a Diploma in IT, my core competencies have always been at the intersection between creativity and technology.

I have spent 13+ years exploring all aspect of creative communication within the technology environment. I've had extensive experience creating stunning designs for digital (desktop / mobile native) as well as print.

I strongly believe in creativity that produces profit and makes business sense. My experience working with both on-site and off-site clients in North America, UK and across Europe has given me tremendous exposure to working in a global environment.

I offer a 13-year track record demonstrating strong sense of aesthetics and willingness to work hard to achieve employer objectives.



James Johnson

Hussain has a rare combination of competencies: Technology and Creativity. He's been a "creative" since boyhood. He has a business P&L management perspective that demonstrates competencies often not found in persons who have more business experience. [More feedback](#)

## CAREER SNAPSHOT

### Personal

**Name** Hussain Ali  
**Birthday** 08 Mar 1982  
**Work Rights** Permanent Resident

### Contact

**Email** hussain@outlook.in  
**Phone** +61 451 750 100

### Portfolio

**Website** <http://hussain-ali.com>

### Work Experience

13+ years of professional experience  
5 years of professional training

### Skills

UI Design ██████████  
UX Design ██████████  
UX Research ██████████  
Branding ██████████  
Print Design ██████████  
Dev & DB Concepts ██████████

### Education

**Graphic Design** 2002  
University of Madras  
CHENNAI, INDIA

**IT Diploma (DNIIT)** 2003  
NIIT  
CHENNAI, INDIA

**BBA** 2003  
University of Madras  
CHENNAI, INDIA

### Current/Last Position

**Senior UI/UX Designer** 2015-Now  
Pacific Magazines / Seven West Media  
SYDNEY, AUSTRALIA

### Previous Positions

**Digital Designer** 2015  
Adrenalin Media  
SYDNEY, AUSTRALIA

**Creative Lead** 2015  
Born Group  
CHENNAI, INDIA

**UI/UX Designer** 2014-15  
Royal Cyber Inc.  
CHENNAI, INDIA

**Creative Director** 2008-14  
Creative Sparxs  
CHENNAI, INDIA

**Creative Head** 2004-08  
OKS Group  
CHENNAI, INDIA

## WORK EXPERIENCE

2015  
NOW

### Senior UI/UX Designer

Pacific Magazines (Seven West Media), Sydney

Pacific Magazines, owned by Seven West Media, is one of the largest content publishers in Australia. Brands include Better Homes & Gardens, New Idea, Women's Health and Marie Claire among others.

By virtue of working under the Seven West Media umbrella, I had the opportunity to create amazing new digital destinations and also breathe new life into existing ones across all platforms. The products I helped create are being consumed by millions of Australians daily. With the key goal of "mobile-first", I start every project with User Journeys and end with amazing UI designs for both web and mobile.

**Skills:** UI, UX, Research, Native Mobile, Sales Support

2015  
2015

### Digital Designer

Adrenalin Media, Sydney

Adrenalin Media is an award winning digital agency based in Ultimo, Sydney that prides itself in driving ROI for Australian brands.

As a contract Digital Designer, I was roped in at a time when the agency was facing massive growth and needed someone who can help them deliver digital designs for some of the most popular Australian brands, including NBN, GPT Group, BPAY, Skoda etc. From original pitches to revision in existing designs, I was expected to deliver on-brand creativity for desktop as well as mobile devices.

**Skills:** Creativity, Sales Pitches, UX

2015  
2015

### Creative Lead

BORN Group

BORN is an award winning global digital agency specializing in creative, content and commerce for luxury, retail, fashion and b2b brands. Some of the iconic brands include DKNY, Skullcandy, Skagen, Staples, Marks & Spencer, Tag Heuer and any more.

As a Creative Lead, I was fortunate enough to work independently on large online retail brands in a very demanding environment. Besides producing highly creative designs for digital channels, my scope of work often included working on Sales Pitches and participating in creative discovery sessions along with UX professionals to explore client's brand history, user personas, competitors and creative benchmarks.

**Skills:** Creativity, Sales Pitches, UX, Branding

2014  
2015

### UI/UX Designer

Royal Cyber Pvt. Ltd.

I joined Royal Cyber as UI/UX Designer and have been primarily creating UI design for POCs, Cloud, Mobile and Tablet Apps. Most of the work I produce is eventually integrated into IBM and SAP products such as WebSphere Commerce, hybris etc. I also help the sales team produce high quality sales proposals for Fortune 500s including Ford and Verizon.

**Skills:** Creativity, Copy Writing, Relationship Building, Global Marketing, Mobile / Cloud, UI/UX

## SKILLS

### Tools

Adobe Photoshop	Adobe XD
Adobe InDesign	Axure
Adobe Illustrator	Invision
Corel Draw	Wordpress
Dreamweaver	Umbraco
Avocode	HTML 5 / CSS 3

### Business / Analysis

Confluence / Jira	Sales Pitches
SharePoint	RFP / Workflows
BaseCamp	Pilot Projects

### Language

English - (IELTS - Speak:8, Write:8)  
Hindi - (S / R / W)  
Gujarati - (S / R / W)

## REFERENCES

Benjamin Tweedie  
*Head, Consumer Products & Strategy*  
Pacific Magazines (SWM)  
T: +61 (423) - 984 - 885  
E: [benjamin.tweedie@pacificmags.com.au](mailto:benjamin.tweedie@pacificmags.com.au)

Sam Painter  
*Digital Design Director*  
Pacific Magazines (SWM)  
T: +61 (413) - 257 - 259  
E: [sam.painter@pacificmags.com.au](mailto:sam.painter@pacificmags.com.au)

James Maddock  
*Senior Recruitment Consultant*  
PRA Digital  
T: +61 (450) - 917 - 359  
E: [james.maddock@pradigital.com.au](mailto:james.maddock@pradigital.com.au)

## WORK EXPERIENCE (continued...)

### 2008 2014 **Creative Director**

*Creative Sparxs Consulting Pvt. Ltd.*

My primary job was to help build compelling digital assets by creating engaging experiences for consumers wherever they are in the digital world. I worked with a team of graphic designers, developers, marketing and sales personnel to produce creative assets that can be applied to web, print, mobile and most other digital platforms. Whether it is creating UI design for a mobile app, or web design for a cloud application, or even design a brochure, I have done it all. I've done most things that require thorough understanding of both, creative and technology concepts.

*Skills: Creativity, Management, Team Building, Business Analysis, Global Marketing, Mobile / Cloud*

### 2004 2008 **Creative Head**

*OKS Span Tech Pvt. Ltd. (OKS Group)*

I joined OKS as a junior web designer and within a span of 4 years, I was heading all the creative aspects of the company. Globally, I was a single point of contact for everything web and print related such as brand building, website creation, SharePoint site, application design, case studies, marketing collateral, email campaigns etc. I also single handedly managed all creative aspects of on-site trade shows in North America, Europe and UK.

*Skills: Creativity, Leadership, Team Building, Global Marketing, Business Analysis*