

HAIDER ALIDINA

PROFILE

Nationality: Tanzanian
Residence: Dubai, U.A.E
D.O.B: 25th Feb, 1991

CONTACT

T: +971 50 7395372
E: adina.haider@gmail.com
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PROFESSIONAL EXPERIENCE

**Jellyfish Design Studio,
Al Ghurair**
Dubai, U.A.E,
June 2016 - Present

● **Web/UI Designer, Front-End Developer**

- Design and develop web and mobile interfaces that focus on creating smooth, interactive user experiences.
- Research, design and code fully functional web interfaces, from inception to final product.
- Develop responsive websites using front-end technologies: HTML5, CSS3 and JavaScript.
- Provide ongoing technical support and maintenance for client websites.
- Create and maintain technical documentation for projects.

Silicon Oasis
Dubai, U.A.E,
March 2015 - May 2016

● **Graphic & Web Designer**

- Design a wide variety of work, including advertisements, brand guides, marketing collateral, photo shoots, etc.
- Consulted on companies' creative and brand strategies to enhance their brand image and engage with their audience.
- Design websites using the latest, modern design trends.
- Clients include: *Al Ghurair Group, Bliss Inc. Entertainment, Informa Life Sciences, Audio Republic, Axiom Telecom.*
- Industries: *Marketing, Healthcare, Food & Beverage, Entertainment, Retail.*

**Psychology Department,
University at Buffalo**
Buffalo, New York, U.S.A,
Aug. 2013 - Dec. 2014

● **Research Analyst, Technical Support**

- Conducted nationally funded scientific research studies with student participants.
- Collected and analysed physiological data (ECG, ICG, BP, Heart Rate, Resp. Rate) to be used in scientific publications.
- Developed new research methods and ideas for future experiments.
- Provided technical support and troubleshooting for the laboratory's computer systems and external hardware.
- Trained and supervised research assistants in ethical research protocol and data analysis.

The Spectrum Newspaper
Buffalo, New York, U.S.A,
Jan. 2012 - Jan. 2014

● **Co-Creative Director** (Sept. 2012 - Jan. 2014)

- Co-headed the creative department of the largest student-run newspaper in Western New York.
- Designed and produced the layout of the award-winning newspaper, published thrice weekly.
- Worked with the Managing Editor to coordinate and plan the production of over 200 publications.
- Hired and trained designers in the Creative and Advertising departments.

● **Graphic Designer, Videographer** (Jan. 2012 - Aug. 2012)

- Designed graphics and advertisements based on clients' guidelines.
- Worked with clients to plan and produce numerous print and online advertisements.
- Collaborated with writers to design graphics to accompany news articles.
- Filmed and edited weekly news segments for the newspaper's website.

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EDUCATION

University at Buffalo
Buffalo, New York, U.S.A
2013

● **Bachelor's Degree: Psychology, Media Production (Double Major) Minors in Computer Science, Economics**

- Graduated with Honors (Cum Laude)
- Recipient of the Dean's List Award

International School of Choueifat
Dubai, U.A.E
2008

● **High School Diploma**

- Graduated with Honors
 - Recipient of the AP Scholar Award
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GENERAL SKILLS

- Advertising & Marketing
 - Data Collection & Analysis
 - Research & Planning
 - Organisation
 - Problem-solving
 - Creative
 - Adaptive
 - Communication
 - Analytical
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TECHNICAL SKILLS

- **Coding:** HTML, CSS, JavaScript & jQuery, Python (basic)
 - **Software:** Adobe Creative Suite, Microsoft Office, WordPress, Cinema 4D, Google SketchUp
 - **Operating Systems:** Windows, Mac OS, Linux
 - **General Computing:** Networking, Databases, Servers, Desktop Support
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PRODUCTION SKILLS

- Graphic & Print Design
 - Web Design & Development
 - Creative & Art Direction
 - Branding / Brand Strategy
 - Digital Design
 - UI / UX Design
 - Video Production
 - Photography
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LANGUAGES

- English
- 1st Language. Fluent proficiency.
- French
- Professional working proficiency.