MOHAMMAD ISMAYIL TB

Dubai, UAE • +971 50 160 1571 • ismumodern@gmail.com • linkedin.com/in/mohammad-ismayil • behance.net/ismyil
UAE Residency Visa Holder (Job Visa U6871867) — Available Immediately • Fluent in English

PROFESSIONAL SUMMARY

Design-and-development professional with 3+ years of experience spanning UI/UX design, WordPress/CMS development, and full-stack PHP/Laravel/MySQL engineering, backed by a Bachelor's in Computer Science. Delivered 15+ web and mobile products end-to-end across 10+ concurrent client accounts in Dubai's market — user research, user journeys, wireframes, interactive prototypes, developer-ready UI, custom PHP/WordPress builds, and relational database/API design — with a 100% on-time delivery record across e-commerce, travel/booking, corporate, real estate, and hospitality sectors. Built and rolled out shared design systems and reusable component libraries adopted portfolio-wide. Works directly with Product, Engineering, SEO, and Business stakeholders, presents and defends decisions to international and MENA clients, and mentors junior designers. Uses AI tools (Claude AI, Figma Make, Lovable, ChatGPT) throughout design and development workflows, with full human review and ownership of every output.

CORE SKILLS

- **Product & UX Design:** Product Design, Interaction Design, UX Research, User Journeys & Flows, Information Architecture, Wireframing, Interactive Prototyping, Design Systems, Component Libraries, Style Guides, Brand Guidelines, Responsive & Mobile-First Design, WCAG Accessibility, Conversion-Focused Design, Design Thinking, User-Centered Design
- **Design Tools:** Figma (Expert — Auto-Layout, Variants, Components, Design Tokens, Prototyping, Constraints, Plugins), FigJam, Miro, Adobe Creative Suite (Photoshop, Illustrator, Express), Adobe XD, Sketch
- **Research & Testing:** UX Research, Secondary Research, Usability Testing, A/B Testing, Requirements Gathering, Design Research Methodologies
- **Backend Development:** PHP (object-oriented), Laravel, MySQL — relational schema design, complex queries, query optimization, RESTful API design & integration, user management & authentication systems, access-control and security best practices (input validation, secure session handling)
- **Frontend Development:** HTML5, CSS3, JavaScript, jQuery, Tailwind CSS, Vue.js, Nuxt.js (v2/v3), Pinia/Vuex, Vue Router, responsive & mobile-first design
- **CMS & Ecommerce:** WordPress (Elementor, WPBakery, Gutenberg, custom PHP theme/template development, custom post types & fields, hooks & filters, plugin integration, performance & SEO optimization), Shopify (storefront, cart, checkout, payment integration)
- **Third-Party Integrations:** Payment gateway integration (Shopify checkout), SMTP/email service integration, custom PHP integrations for client platforms
- **System Reliability & Troubleshooting:** Production bug diagnosis and resolution, root-cause analysis, performance monitoring and optimization, security hardening (authentication, access control, data validation)
- **Collaboration & Process:** Cross-functional collaboration with Product, Engineering, SEO & Business teams, client and stakeholder presentations, design critique & mentoring, developer handoff, Jira, Agile/Sprint coordination, requirements gathering, technical documentation, peer code review
- **Development Practices:** Git & GitHub version control, SSH-based deployment workflows, Visual Studio Code
- **AI-Assisted Workflow:** Claude AI, Figma Make, Lovable, ChatGPT — used to accelerate design exploration, layout generation, coding, debugging, testing, code review, and design-to-development handoff, with all output human-reviewed and refined

WORK EXPERIENCE

UI/UX Designer & WordPress Developer — Reidis Interactive
Aug 2024 – Present

Dubai, UAE

- Scaled design and development delivery across 10+ concurrent client accounts (Grand Edition, Nexture, Grovewood, Global City Dammam, Vega Intertrade, AL-Hassan Holdings, Thaimart, Flare, Illuminartist, FBL, Reidis.io), shipping 15+ web and mobile products end-to-end as designer/developer of record without a missed handoff across 2-3 parallel deliveries.
- Cut revision cycles company-wide by building and rolling out a shared design system, style guide, and reusable component library adopted across every active client project, and architected a single, reusable, semantic HTML component system that cut implementation time across all 15+ deliverables.
- Ran head-to-head A/B tests on 2 checkout/payment-flow variants across a web platform (Grand Edition) and a mobile app (Learn-e), then shipped the user-preferred, higher-converting flow to production on both based on direct user feedback.
- Eliminated navigation friction across a 10+ client portfolio by overhauling information architecture and user journeys through structured UX research and usability testing ahead of every development handoff.

- Shipped 5+ responsive WordPress websites and web applications on schedule using Elementor, WPBakery, and Gutenberg; rebuilt custom PHP across page templates and the admin dashboard — including custom post types, fields, and hooks/filters — to extend functionality beyond standard builder configuration.
- Engineered 3+ full WordPress builds end-to-end (theme customization, plugin integration, on-page performance/SEO optimization), including Alondra Academy, a Dubai beauty and aesthetics training academy site.
- Diagnosed and resolved functionality, cross-browser, and performance issues across live client sites ahead of launch, and hardened user login and account areas with secure authentication and access-control practices.
- Led client discovery and requirement-gathering sessions across all 9+ engagements, working cross-functionally with SEO and development teams to convert business goals into scalable, conversion-oriented technical solutions carried through to launch.
- Kept 100% of design and development deliverables on engineering's sprint timeline in Jira with zero dropped work across 2-3 concurrent projects, streamlined handoffs by documenting technical designs and UI decisions, defended design decisions directly to clients and PMs, and mentored junior designers through structured critique.

Freelance Full-Stack Developer & Designer — Self-Employed **May 2024 – Present**

Remote / Dubai, UAE (Part-Time)

- Delivered 5+ freelance projects as sole contractor, including 3 independent PHP/Laravel/MySQL platforms built end-to-end (Restaurants4Sales, ClickNprint, Facepack), each with full admin-dashboard design and development and Git/SSH-managed deployment.
- Engineered the database schema and account/search/listing systems powering Restaurants4Sales, a live marketplace platform, and owned the complete admin dashboard build, including SMTP/email integration for account and transactional notifications, with authentication controls protecting user accounts.
- Built ClickNprint on a PHP/Laravel/MySQL backend with a Nuxt.js (Vue) front end, owning the complete admin dashboard and integrating backend APIs with the frontend.
- Delivered Facepack end-to-end on a PHP/Laravel/MySQL stack as sole developer, owning the complete admin dashboard and independently troubleshooting and resolving production issues.
- Shipped Nightingale Dubai (nightingaledubai.com), a custom PHP WordPress build for a Dubai home healthcare provider, extending core functionality beyond standard theme and plugin capability, delivered independently for clients including Orhues and Al Asad.
- Redesigned the Liberty Holidays travel & booking site end-to-end in Figma — reworked user journeys, information architecture, interaction design, and a new dashboard view — shortening the path from destination browsing to booking inquiry.
- Sped up coding, debugging, and code review on live production builds by integrating Claude AI throughout the development lifecycle, extending AI-assisted delivery beyond design-stage tooling.

SELECTED PROJECTS

- **Global City Dammam** — Tourism & Entertainment Destination Website: designed UI and navigation across 6+ major sections (home, shows & events, pavilions, shop, dine, business opportunities). Live: globalcitydammam.com
- **Fast Business Line** — UAE Business Setup & Licensing Services: conversion-focused UI guiding prospective clients through licensing and setup. Live: fastbusinessline.ae
- **AL-Hassan Holdings** — Corporate Website: structured information hierarchy, responsive layouts, and full design specs/brand guidelines for developer handoff. Live: alhassanholdings.com
- **Reidis.io** — Interactive agency site with bold visuals and modern typography (UI/UX).
- **HSS7 Architects** — CMS site optimized for performance, SEO, and navigation (WordPress).
- **Restaurants4Sales** — Live marketplace platform: database schema design, account/search/listing systems, full admin dashboard (PHP, Laravel, MySQL).
- **ClickNprint** — Backend and admin dashboard build with Vue-based (Nuxt.js) frontend integration (PHP, Laravel, MySQL).
- **Facepack** — End-to-end backend build with full admin dashboard (PHP, Laravel, MySQL).
- **Nightingale Dubai** — Custom PHP functionality on a WordPress base for a home healthcare provider. Live: nightingaledubai.com
- **Yoga Self Mastery** — End-to-end CMS build with package listings and online booking flow for a wellness business (WordPress). Live: yogaselfmastery.com
- **Liberty Holidays** — Travel & booking site redesign: user flows, information architecture, and UI (Figma).

EDUCATION & CERTIFICATIONS

- Bachelor of Computer Science — University of Calicut, Kerala, India (Jun 2019 – Mar 2022)
- Full Stack Development Certification (MERN Stack: MongoDB, Express.js, React, Node.js) — Avodha Institute, Kerala, India
- Diploma / Certification in UI/UX Design — G-TEC Computer Education, Kerala, India