

## Mohamed Ashraf (Ash)

Specialist - eCommerce Front end technologies – Wordpress Fullstack development  
Business Bay – Dubai, UAE



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Driven professional with a broad technical skill-set with expertise in front-end design / development and interaction design. I have a passion for solving problems, constantly perfecting my craft and producing work of which I can be proud.

I am an accomplished front-end developer and designer with extensive experience building web apps, JS, HTML5, CSS3 and various web scripting technologies, web standards and project management.

I provide a diverse range of services including application development, SEO/SEM and branding to an array of clients. A highly dedicated professional who works collaboratively to meet project goals.

### Technical Highlights:

Software Programs	Code Languages	Code Frameworks
Photoshop, Sketch	HTML5 & CSS3 (LESS & SASS)	salesforce commerce cloud
Sublime, Eclipse	JS6, React	CSS Frameworks
JIRA, Basecamp	Wordpress Development (Themes / Plugins)	IBM Websphere commerce
GIT, SVN Technologies	PHP	

### Selected Highlights:

- Adept at all phases of the project lifecycle, including requirement gathering, user analysis, testing, graphic user interface design and implementation
- A highly experienced Project Manager I have extensive experience initiating and implementing web development projects from start to finish
- Developed content management system and large web based application for hotel, car rental and airline booking website. Produced concepts for the site and redesigned the web presence to drive additional business
- Creating eye catching and strong design concepts across various platforms with the emphasis on interactive elements.
- Designed, bespoke and responsive websites for diverse customers across multiple industries, using extensive experience in WordPress, CSS Frameworks (Bootstrap, Foundation..etc) and CSS3/HTML 5/JavaScript
- Skilled in the design of user applications, responsive design, websites, online adverts and e-newsletters



## Career Statement:

*"I feel that my greatest strengths are firstly my strong commitment to providing a professional service to all clients with whom I work. Secondly my skill at developing and maintaining a close working relationship with every company client, which in turn helps me to develop an in-depth understanding of their individual needs. Thirdly my passion for web development as a whole, an obsession which allows me to spot trends and develop best practices."* Ash



## Professional Chronology:

**Al Futtaim – eCommerce Division** Dubai – UAE

**January 2016 - Present**

### **SPECIALIST - FRONT END DEVELOPMENT**

*"Currently we've launched **IKEA, Toys R Us, Reebok and Kiabi**, As Brand new ecommerce sites on SFCC Platform by the years **2019/2020** "*

- Alfuttaim Shifted our platform to **SFCC demandware** for the eCommerce echo system:
- **SFCC Responsibilities**
  - Changing translations and Managing Locals for different market in the MENA and SEA region.
  - adapting the new UX concepts for different businesses nature, Ex. Hardware, Fashion, Food and beverage..etc
  - Creating modules, templates and content slots using ISML, JavaScript, HTML, XML, CSS, AJAX
  - Maintaining existing code, assets and troubleshooting issues
  - Fixing bugs for different devices and browsers
- Managed a small team of front end developers to establish/maintain the ecommerce BAU publishing structure and process from the key brands for Al Futtaim group.
- Responsible for the overall UI and output quality for the eCommerce web applications.
- Work with UX and Design managers in the core team for planning the upcoming brands and continues improve the current quality.
- Working in workshops with Al-Futtaim Enterprise IT and PMO office to manage the time-line for the development sprints (Agile).
- Managing the performance action plans to take our eCommerce-apps up to industry standard bench marks.
- Estimate the effort and scope of work and gather the requirements teaming up with the UX-Manager and PMO to generate FSD document for the update phases.

**Al Futtaim – Enterprise IT** Dubai – UAE

**November 2014 – December 2015**

### **SENIOR FRONT END ENGINEER**

- Developing through **IBM Websphere Commerce** the front end for the eCommerce echo system for Alfuttaim.
- Managing the front end development for Marks and Spencer Dubai, Working along with Marks and Spencer UK.
- Creating the eCommerce platform for UAE Local brands ACE and Plugins.
- Creating the eCommerce platform for Bahrain Local brands Home Zone.

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**SENIOR UI & FRONT-END DEVELOPER/DESIGNER**

- Developing the website for Al Tayar online travel, As responsible for the complete development of the site including the designs, Using Eclipse and Sublime as the main development software and Java as the development backend environment.
- Direct conceptual, strategic and tactical creation of robust, integrated GUI Web site and Web application solutions using HTML and JavaScript
- Design and optimize original site graphics and navigational elements that have been formally praised by clients for accurately reflecting marketing messages while clearly and logically guiding site users.
- Company profile: <https://www.seera.sa/en/>

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**SENIOR UI & FRONT-END DEVELOPER/DESIGNER**

- Worked in a fast paced environment, producing a high volume of websites. Responsible for developing websites that have end users a seamless and rich internet experience, and for being the first point of contact for clients if they had queries or technical problems
- Provided skilled web support for developers and marketers using the development software SmartGit and Sublime and the development code PHP
- Designed and coded HTML5, CSS3 Web-pages and landing pages from scratch

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**SENIOR WEB DESIGNER**

- Researched end user preference and ensured it was incorporated into the website
- Ensured web site was created with end user in mind, creating innovative and end user friendly web design

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**ART DIRECTOR**

- Managed the social media marketing for clients in conjunction with the web design department in order to fit the customer's corporate identity and achieve project objectives.
- Responsible for producing innovative ideas for the visual elements of advertising campaigns in all kinds of media, including: Social Media, internet (digital/viral marketing), posters, press, direct mail.

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**WEB DESIGNER**

- Created my own company specialising in web design and involved with the creative direction, web design and development, client contact and branding which gave me great all round experience

**Education & Training:**

**Bachelor's degree in Mechatronics Engineering – Cairo, Egypt**

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**Learn more about me at: <https://mo-ash.com/>**