

# HASFAL BACKER

SENIOR DIGITAL DESIGNER



Phone : +971 55 7210 580

Email : hasfal@gmail.com Website : www.hasfalbacker.com

## SUMMARY

I am a Digital designer with an overall experience of 10+ years. Currently working as a senior web designer for dmg events, I specialise in converting mundane, but essential event information into a much more interesting and readable platform.

## TECH. SKILLS

**Digital Design Softwares:** Adobe Photoshop, InDesign, Illustrator.

**Prototype Design Softwares:** Adobe XD

**Print Design Softwares:** Adobe InDesign, Acrobat Pro DC

**Front End Development Softwares:** Adobe Dreamweaver CC

**Web-based Skills:** HTML 5 , CSS3, Bootstrap.

## EDUCATION

**Bachelor of Technology (B.Tech.)**

JUNE 2000 - JUNE 2004

Cochin University of Science & technology, India

Major : Electronics & Communications

## SOCIAL

**Facebook :** hasfal.backer

**Linkedin :** hasfalbacker

**Instagram :** hasfal

## AWARDS

**Employee of the month - May 2016**  
dmg digital

**Employee of the month - May 2017**  
dmg digital

## MORE INFO

**Date of birth:** 10 November 1982

**Relationship Status:** Married

**Nationality:** Indian

**Languages:** English, Hindi, Malayalam, Arabic (basic)

## EXPERIENCE

**SENIOR WEB DESIGNER | MARCH 2016 - PRESENT**

dmg events, Dubai, UAE

- End to end planning and designing of website workflows
- Maintaining website issues to a minimum in regards to website's front end issues (design, coding and security)
- Management of overall tasks that come from the marketing team
- Management of website tasks and coordination with Phases
- Maintaining THOR task lists (sending cost estimates for tasks, distribution of tasks between team members , task analysis and confirmation of task completion)
- Conduct regular training and brainstorming sessions
- Bring innovative design ideas keeping up with current trends relevant to the business, particularly dynamic content and personalisation for emails
- Research & introduce new design & development tools for the team

**WEB DESIGNER | JULY 2011 - MARCH 2016**

dmg events, Dubai, UAE

- Email design & responsive HTML development
- CMS Website Design and front end development
- Static websites (holding pages) design and Development
- Landing pages and Yelp(Your Exhibitor Landing Page) designs
- Banner designs
- Online brochure designs
- Other digital designs for websites (images)
- Vyond Online Video development
- Onsite marketing email newsletter creation and editing during event days

**WEB DESIGNER | MARCH 2008 - JUNE 2011**

Time Group Middle East, Dubai, UAE

- Created new design themes for various websites, brochures, mobile applications and print advertisements.
- Also worked on flash applications and banners for the company's flagship websites - www.sandcastles.ae and www.clicksnhits.ae.

**GRAPHIC DESIGNER | JANUARY 2007 - DECEMBER 2007**

Media Spice Advertising, Bengaluru, India

- Worked on several team projects ranging from logo design to creating promotional materials for advertising.
- Engaged in design aspects for the design and creation of advertisements, brochures, presentations, banners and CD package design.

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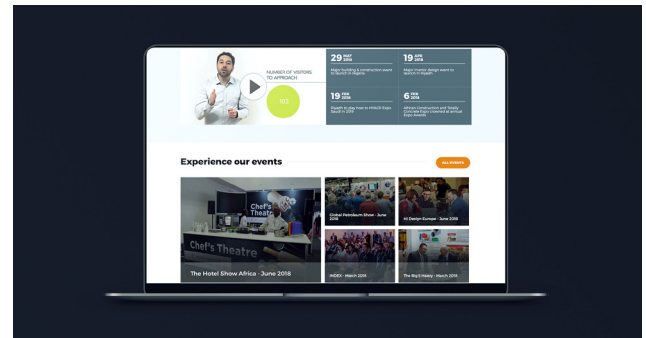
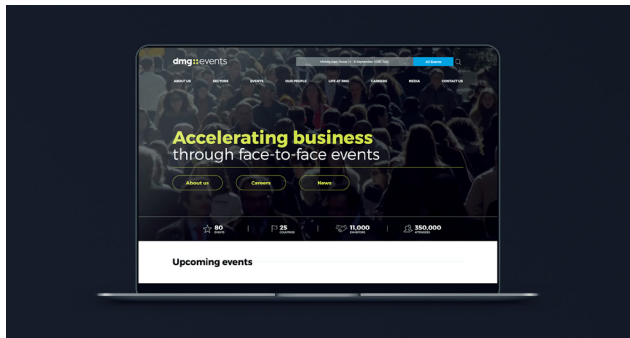
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## PORTFOLIO

Currently working as a Senior Web Designer at dmg events, Dubai, my tasks range from end to end planning and designing of website workflows, management of overall tasks to designing digital collaterals. Here are some of the websites that I have worked on:

### DMG EVENTS

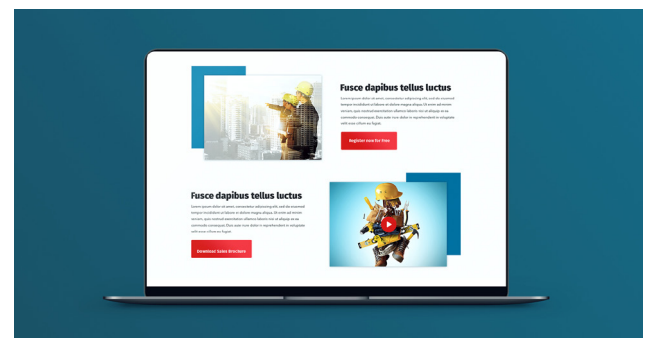
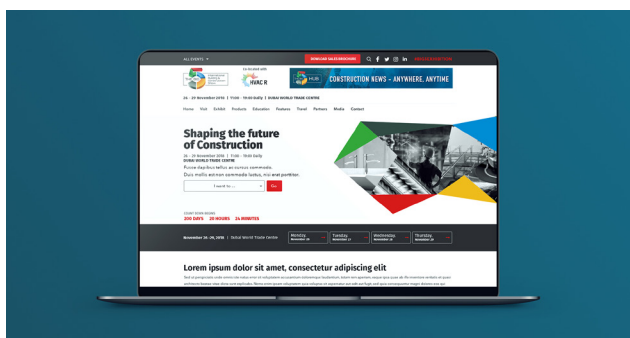
The flagship website of dmg events, this website is the window to the 50+ events that dmg events organises. Along with a website mediating between the light and the dark, the website also gives detailed information about the company and the impact each person working here gives the company.



More Here : [www.hasfalbacker.com](http://www.hasfalbacker.com)

### THE BIG 5 DUBAI

While creating the website for the largest construction event in the Middle East, the client mentioned that they wanted white space to be a prominent part fo the website. One issue that they faced was getting to push specific users to their respective targets like exhibitors to exhibit form, sponsors to the sponsorship opportunities and potential visitors to the registration form. To fix this, we moved from the traditional button option at the hero mage, to a dropdown which guides the user to certain pages depending on whether it was the exhibitor or visitor promotion period.



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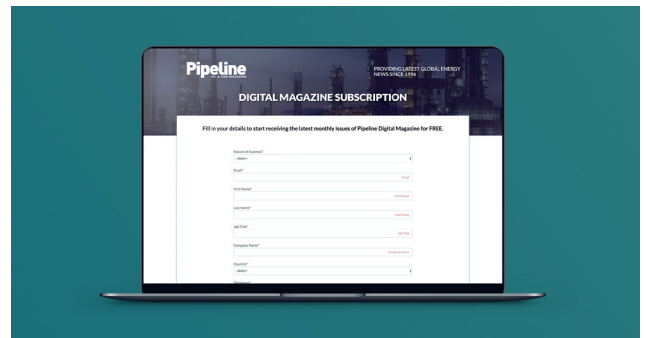
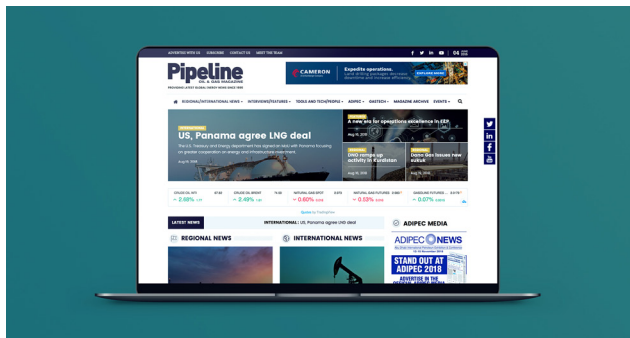


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## PIPELINE OIL & GAS NEWS

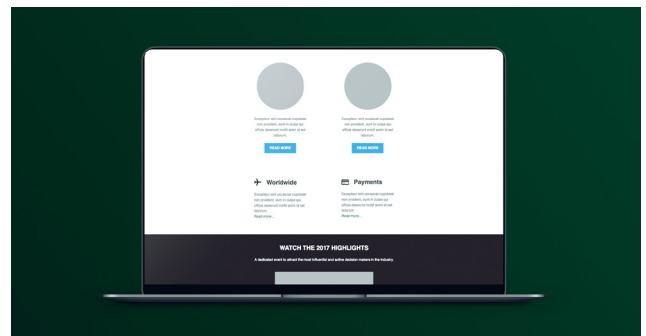
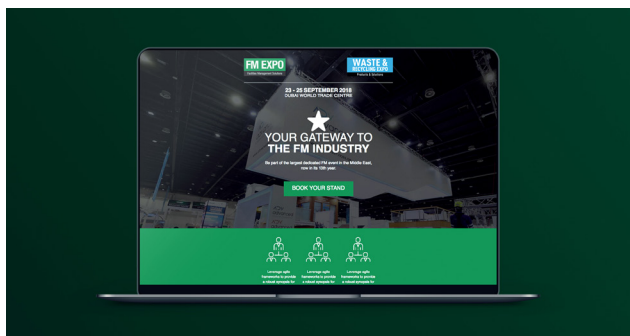
This website was a vast improvement from the earlier non-responsive Joomla version. Based on the umbraco CMS, the website was made with the intent to highlight as much articles as possible without the viewer being overwhelmed by it. the site was designed with simplicity, user-friendly and an easy access interface in mind.



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## FM EXPO EMAIL MASTER TEMPLATE.

This was the email template created for the event FM Expo. Emails, being backward compliant, does not allow css to be sourced from the server. To make our email responsive, we have used inline css in the head section. We have also designed it in such a way, that the email mimics the look and feel of a website with a 100% background cover.



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