

# Adnan Asali

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Portfolio/Website: [adnanasali.github.io/PersonalWebsite](https://adnanasali.github.io/PersonalWebsite)

## Work Experience

### Zifaf – Founder & CTO

**1/2021 – Present**

- Designed the UX & UI of 3 softwares using Figma while maintaining a mobile first approach, in Website, Mobile app CMS-Dashboard B2B solution, which resulted in an increase of retention by.
- Utilized UX/UI design thinking, prototyping and usability testing based on early adopters and potential customers' feedback.
- Implemented 3 SaaS products while maintaining a mobile responsive practice, and used *HTML, CSS, JQuery, Node.js, Express.js, Google Flutter, Firebase*.
- Unlocked \$10K+ in savings and decreased development timeline by 6 months through infrastructure strategy that adopted firebase as our BaaS to maintain 99.99% uptime, security alerts, analytics, and deep links.
- Oversaw the technical recruitment process by writing technical assignments and conducting interviews recruiting 4 employees who increased company productivity by 30%.
- Synchronized business strategy with technological requirements, driving alignment between business and technology groups.
- Provided technical leadership and coaching for 4 staff members, aligning team efforts with business goals.
- Managed task and KPI distribution using Agile methodology for a team of 4 developers.
- Launched 3 softwares of the company either by Firebase Hosting or Play Store and App Store.

### Selena Technologies – Full Stack Web/Mobile Developer

**2/2020 – 1/2021**

- Design and implementation of Salehunt Mobile application – Google Flutter | Firebase.
- Took part in the development of a ticketing system for hospitals and took part in the deployment of the system in a hospital.
- Pixel Perfect execution of Selena Technologies' Landing page – HTML, CSS, JS.

### Blue Ltd – Web Developer – Student Position

**2/2019 – 1/2020**

- Pixel Perfect implementation of UX/UI designs into HTML, CSS, JS (Vanilla).
- Converting Static Web pages into dynamic ones, and connecting them to Blue's CRM system – HTML, CSS, JS, PHP
- Designed Schemas & Data in Relational Database structures using MySQL to maintain scalability.

## Internships

### Cube Solutions – Full Stack Web Developer

**5/2021 – 10/2021**

- Working Closely with 2 big main clients to specify their needs and understand deeply how their vision of the product will be which led to reducing the amount of modifications needed on the product.
- Implement different software web features according to clients' needs.
- Tech Stack: HTML, CSS, Bootstrap 4, JQuery, PHP, CodeIgniter.

### StationJ – Web Development Coach

**6/2021 – 10/2021**

- Coached 15 students from the ages of 18 – 28 coming from various backgrounds.
- Resulted in meeting with my current business partners and building Zifaf.

## Education

**Birzeit University – BSc. Computer Science**

**9/2016 – 2/2021**

## Diplomas

**UXUI Bootcamp – TechSavvy – UXUI Design Diploma**

**5/2022 – present**

**Languages –** Arabic – Mother Tongue | English – Full Professional Proficiency | Hebrew – Intermediate