

# YASIR HOSSAIN

405 Main St. Apt. 3M New York, NY 10044

Tel: 518.229.0101 [yhossain@gmail.com](mailto:yhossain@gmail.com) <http://www.yasirhossain.com>

## EXPERIENCE

### **UX Designer / Developer, Partsearch Technologies, New York, NY** **January 2009-Present**

Re-imagined the user experience of an Internet Top 500 company website to achieve higher conversion and bounce-rate reduction. Enhanced the user experience through design techniques with dynamic yet, easy-to-use XHTML/CSS/jQuery content. Implementation of these practices resulted with the e-commerce platform growing 58.4% in web sales over the previous year.

- Oversaw all UX initiatives while also working on front-end development and managing print design, using Photoshop, Dreamweaver and Fireworks for wire-framing
- Created widgets to help increase ideal results from searches which resulted in conversion increasing from 2.6% to 7.4% since launch using jQuery and Ajax to handle dynamic reloading
- Voted first quarter "MVP" for 2010 by the new CEO for the initiatives taken on the various business-to-business and consumer web platforms

### **Web Designer / Developer, Redcats USA, New York, NY** **December 2006-December 2008**

Managed and developed the UI of two leading websites for an international e-commerce web platform. Responsible for front-end coding in XHTML/CSS/Flash and design done in Photoshop for the website, promotional emails, and affiliate creative on a daily basis.

- Maintained 2 Major websites - Roamans.com & OneStopPlus.com deploying XHTML-compliant code
- Developed aspects of the site using home-grown content management systems and Wordpress
- Attended marketing meetings alongside Business executives to discuss creative and feature direction of the web platforms with upcoming releases

### **Supervising Web Designer / Developer, Intellisites, Albany, NY** **March 2006-December 2006**

Created XHTML/CSS/PHP sites which garnered accolades from among colleagues and clients alike for designs that pushed the bar of creativity on each client project.

- Developed XHTML/CSS code and UI design for client websites in the capital region
- Engaged clients in person to market and ensure projects were to their optimal satisfaction
- Trained clients in Flash and Dreamweaver beginner-level courses

### **Co-Founder & Web Designer / Developer, Lyon Graphics, Albany, NY** **March 2003-March 2006**

Founded graphic and web design company and built the small business from ground up. Responsible for artistic image and direction of all work created. With only a team of two, established countless professional clients within the Albany area to become preferred choice for print and web media.

## SKILLS

**Software:** Adobe Photoshop CS5, Adobe Fireworks CS5, Adobe Dreamweaver CS5, Adobe Flash CS5, Adobe Illustrator CS5, Adobe InDesign CS5, Adobe Acrobat 9

**Web Platforms:** Wordpress, Joomla, Test & Target, Site Catalyst, Magento, dotCMS, SourceForge

**Programming Languages:** XHTML, CSS, jQuery/Javascript, JSON, PHP, Actionscript, C++, SEQL

**Operating Systems:** Mac, PC, UNIX, Linux, MS-DOS

## EDUCATION

**State University of New York at Albany, Albany, NY**

**May 2005**

**Bachelor of Arts: Information Science & Policy** Minor: Computer Science

## ACADEMIC ACTIVITIES

### **Undergraduate and Graduate Level Collaboration Project** **September 2004-December 2004**

*Developed informational Web sites tailored for elementary school students based on learning curve.*

- Created functional layout and design for Web site
- Provided research and information relevant to students' coursework.