Shida Masaya

UX/UI Designer & Web Developer

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Education

- **University of the People**, Bachelor's Degree in Computer Science (Year 1 student)
- Western International School, Graduated High School Diploma, 2020

Completed courses

- Harvard CS50 Web Programming with Python and JavaScript (May 2023)
- freeCodeCamp's Responsive Web Design (Dec 2021)
- EF SET English Certificate (C2) (Aug 2023)

Key Skills

- **Web Development**: HTML, CSS, JavaScript, Typescript, Python
- **UI/UX Design**: Figma, Adobe XD, User Research, Prototyping
- **Graphic Design**: Adobe Illustrator, Photoshop
- **Content Writing**: English, Khmer

Portfolio

Website

Objective

Aiming to leverage my programming and design skills to enhance user experience and online presence for businesses and important causes alike.

Experience

September 2024 – Present

Web designer & developer • Bread Design Media

- Design & develop websites for the company and its clients.

September 2023 – August 2024

UX/UI designer & developer • Tovtrip

- Conducted user research, creating user personas, mapped out user journeys.
- Designed mobile app and web app user interfaces, as well as prototyping demos.
- Assisted developer team with coding the design system, components, and the frontend in general.
- Developed internal dashboard for CEO with NextJS, TailwindCSS & MySQL.

March 2022 – May 2023

UX/UI designer & developer • UT Market

Oct 2021 – Present

Freelancer - Web & graphic design, web development

- Provides freelance services to clients from several institutions in Cambodia—ranging from companies to NGOs—across various fields by using my skills.
- **Clients include**: KLAY Auto Service, HLH Auto Parts, Good Time Hospitality, ODC, Hunter Real Estate

Skill Set

I. UX/UI Design

- Experience with Figma and Adobe XD for web and mobile application UI design.
- Conducted user research, including surveys and user persona creation.
- Mapped out user journeys to enhance overall user experience.
- Prototyping interactive Figma designs.
- Wrote documentation for developers, and organized design system.

II. Web Development

- Proficient in HTML, CSS, JavaScript & TypeScript.
- Experienced with React Next.js for frontend CSR & SSR development, familiar with Vue.js, HTMX.
- Proficient with TailwindCSS, familiarity with Bootstrap and other CSS libraries & frameworks, able to work with and create new design systems.
- Backend development with basic Node.js, specialized with Django and Django Rest Framework
- Focus on accessibility, responsiveness, and SEO.
- Familiarity with hosting, domain management, use and maintenance of dedicated Linux VPS, and able to use cloud providers such as Vercel & Netlify.

III. Graphic Design

- Skilled in Adobe Illustrator and Photoshop.
- Created infographics, advertisement posters, brochures, menus, banners, business cards.
- Expertise in composition, color, and typography.

IV. Video Editing & Teaching

- Has [YouTube channel](#) teaching Figma & other digital skills.
- Familiarity with Davinci Resolve for video editing.
- Has created video tutorials to explain clients how to use website CMS & backend.