

Ammar Al-Chalabi

Digital Designer & Front-End Developer

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Profile

As a designer I have over 20+ years of experience designing for web, print and television. Specialising in UX design for both mobile websites and apps in programs such as **Sketch**.

Besides designing I have a technical background. Especially front-end development (**CSS** and **Javascript**) but also the basics of back-end development (**PHP** and **MySQL**).

In my time working for television I learned a lot about video editing, postproduction and audio recording. Especially working with Adobe **Photoshop**, **Illustrator**, **Flash**, **Premiere**, **After Effects** and **Audition**.

Illustration began as a hobby but now I work on commission basis as a professional illustrator. Working on comics, children's musicals and games; I have a lot of experience creating and designing custom art work.

Past and current clients are the **SBS group** (Dutch television company), **Benny Vreden** (children's musical publisher run by Carlo Boszhard), **Warsteiner** (create beer packaging for the Chinese market), **CMG Innovatica** (research and development) and **Yarosa Entertainment** (creating lower third graphics for MTV and TMF).

Speaks Dutch and English

Experience

Freelance Designer / Front-End Developer, Ammar Design Bureau, Boskoop - 2002-current

Graphic Designer

- * Illustrations for Comics, CD / DVD covers, character design and children books
- * Design and development for websites and apps. Websites and apps were mainly commercial websites focussed on engaging customers
- * Design for print. Creating ads and promotional materials for a range of different products and services. This also includes **infographics**
- * Extensive knowledge of most Adobe CC programs including Photoshop, After Effects, Premiere and Illustrator

Front- End Developer

- * Interface / **UX design** for mobile websites + apps
- * Designing flowcharts for better customer experiences
- * Working with **HTML5, CSS** and **Javascript (Angular)**
- * Provided assistance for back-end solutions working with **PHP** and **MySQL**
- * Experience working in **SCRUM** teams and working as a **teamleader**

Some of my clients:

- Dierenpark Amersfoort - dierenparkamersfoort.nl/
 - Designed and illustrated custom artwork for use in their restaurants and rides.
Timeperiod : 03-2017 till 04-2017
- Benny Vreden Producties - www.bennyvreden.nl/
 - Designed and illustrated covers, characters and props for children's musicals.
Timeperiod : for 5 years now every Oktober till December
- Tranquilo - tranquilo.nl/
 - Developed Front-End products in a SCRUM team as teamleader
Timeperiod : 03-2018 till 05-2018
- Danae - danae.nl/
 - E-learning development in the software Lectora.
Timeperiod : 05-2018 till 08-2018

Senior Designer / Front-End Developer, Smart Media Services, Hilversum – 2010-2016

- * Graphic Design for printing, website and mobile apps. All commercial products. Focus on customer navigation and creating eye pleasing content.
- * Front-End Development for all websites and apps made by SMS-BV
- * Lower Third Design for TV (includes design, animation and programming in **Flash**

Actionscript)

- * Film Montage (editing and manipulating video for commercials and one hour TV programs. Using **Adobe Premiere** and **After Effects** extensively)
- * Audio Editing (recording and editing professional audio for TV and telephone)
- * Photo Manipulation and enhancing in **Adobe Photoshop**

Junior Designer, Yarosa Entertainment, Rotterdam - 2005-2009

- * Lower Third Design for TV. Projects included **MTV, TMF** and **Jim**
- * Illustration (character design and graphics)
- * Front-End development in **Javascript**
- * Tech Support

Multi Meda Designer, Maranja, Rotterdam - 2003-2004

Worked on a big CD-ROM production for Gemeente Rotterdam as Designer and Programmer in the now defunct program **Macromedia Director (LINGO** script. an OOP language)

Graphic Designer, CMG Innovatica, Rotterdam - 2001-2003

Research and Development. Mainly for implementing interactive Flash animations in websites

Education

Hogeschool Rotterdam - Bachelor of Design and Technology, 2001-2006
Programming, Design, Management

Grafisch Lyceum Rotterdam - Multimedia Design Study, 1996-2000
Graphic-, Webdesign, Videomontage and Filming, Programming, Illustration

References

Joost de Jong, CEO, Smart Media Services Nederland - +31 6 21 27 82 19

Marcel Donker, CEO, Tranquilo - +31 6 13 32 59 47

Raymond Burger, Projectmanager, Sovella Nederland - +31 6 43 87 78 83

Bart Peters, former-CEO, Benny Vreden Kinderproducties - +31 6 55 83 09 46