

Ismail Ali Salad

Web Designer & Developer | UI/UX Designer | Digital Marketer

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PROFESSIONAL SUMMARY

Web Designer & Developer with 3+ years of experience designing and building responsive, accessible websites using **modern web technologies**. Experienced in academic, corporate, NGO, and freelance projects, with a strong focus on performance optimization, usability, accessibility, **digital marketing fundamentals**, and **applied IoT innovation**. Award-winning innovator with proven mentorship experience, recognized for delivering production-ready solutions and building technical capacity.

WORK EXPERIENCE

Intern Web Designer & Developer

SIMAD University – Mogadishu, Somalia

Aug 2024 – Present

- Designed and modernized **25+ departmental websites**, significantly improving usability and service accessibility.
- Built **responsive, accessible websites using modern web technologies and CMS platforms**, ensuring seamless cross-device compatibility.
- Customized, integrated, and optimized websites to work with **internal university systems**.
- Delivered **training and technical support** to staff on content management workflows and best practices.

IoT Mentor (Certified Graduate)

FabLab Mogadishu

June 2024 – Jan 2026

- **Certified graduate of the IoT Certification Program**, currently serving as a mentor for the **second cohort**.
- Mentoring participants on **IoT fundamentals**, applied innovation, and real-world problem solving.
- Supporting hands-on IoT projects, troubleshooting, and prototype development.
- Contributing to technology capacity building and innovation initiatives.

Training of Trainers (ToT) & 3D Design Mentor

FabLab Mogadishu

June 2025 – Sep 2025

- Mentoring participants in **Training of Trainers (ToT)** methodologies and instructional delivery.
- Guiding learners in **3D design and digital fabrication**, focusing on practical prototyping workflows.
- Supporting workshops, hands-on projects, and applied learning activities.
- Assisting participants with real-world applications of digital fabrication tools.

Organizing Committee Member – Web & Digital

East African Community Conference 2025

May 2025 – Oct 2025

- Served as a member of the Organizing Committee, responsible for the conference website and digital presence.
- Designed and delivered the official conference website with clear information architecture.
- Organized content for schedules, speakers, and registration workflows.
- Implemented SEO-friendly, accessible, and responsive design across devices.

Freelance Web Designer & Developer

Freelance

Jan 2023 – Present

- Designed and developed production websites for businesses, healthcare providers, NGOs, and consulting firms.
- Supported digital marketing activities, including SEO optimization, landing page structure, and content optimization.
- Collaborated with clients (including **Alifyaa**) to improve online visibility and user engagement.
- Delivered ongoing maintenance, performance optimization, and feature updates.

OTHER LIVE PROJECTS

- **Baraka Takaful Insurance** – Corporate Website
barakatakaful.com
- **Al-Birri Hospital** – Healthcare Website
albirrihospital.com
- **Caafimaad360** – Health & Wellness Platform
caafimaad360.com
- **Balqiis Consulting Firm (Nairobi)** – Consultancy Website
balqiis.org
- **Hangool Organization (Garowe, Puntland)** – NGO / Think Tank Website (Ongoing)

EDUCATION

Bachelor of Science in Information Technology (BSc IT)

SIMAD University – Mogadishu, Somalia

Graduated: 2025

Somali Secondary School Certificate

Al-Faraj Primary and Secondary School

Graduated: 2021

CERTIFICATIONS & TRAINING

- **IoT Certification Program** – FabLab Mogadishu (2024)
- **Training of Trainers (ToT) – Digital Fabrication & Instructional Methods**
iForge Academy (with PrintLab) – Feb 2025

ACADEMIC ACHIEVEMENTS & AWARDS

- **E-Commerce Innovation Award** – Ramadan Code Quest 2025
- **1st Place Winner** – Ramadan Code Quest 2025 (E-Learning Management System Track)
- **Best Award of Innovation Technology** – Ramadan Coding Challenge
MTI Institute — 2025
- **Certificate of Appreciation** – Student Government (XAJSI) Website
- **Participant** – Ramadan Code Quest 2025 (Artificial Intelligence Track)

ACADEMIC & UNIVERSITY PROJECTS

- **E-Learning Management System (Award-Winning Project)** – PHP, MySQL, HTML, CSS, JavaScript
- Web Development Projects (ASP.NET & PHP)
- AI & IoT Coursework Projects

TECHNICAL SKILLS

- **Front-End:** HTML, CSS, JavaScript, React.js, Tailwind CSS, Bootstrap, Responsive Design, Accessibility
- **CMS & Backend:** WordPress, PHP, MySQL, Java
- **Digital Marketing:** SEO (On-page & Technical), Content Optimization, Landing Pages, Google Analytics (Basic)
- **Design Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Relume
- **Other:** IoT, 3D Design (Tinkercad), GitHub, VS Code

SOFT SKILLS

- Mentorship
- Communication
- Problem-Solving
- Adaptability
- Teamwork
- Time Management