



AZAD

ABDUL HAMEED BALUSHI

Digital Transformation & Enterprise Communications Professional

SharePoint & Digital Workplace Solutions | Employee Experience
Enterprise Communications | UI/UX | Power Platform | AI & Innovation

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📍 Kingdom of Saudi Arabia
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TECHNICAL SKILLS



EDUCATION

- ❑ Bachelor of Arts, Fine Arts - [University of Sindh](#)
- ❑ Nanodegree, Front End Web Development - [Udacity](#)
- ❑ Dot Media Art Diploma - [IMIT, Karachi](#)
- ❑ Certified Machinist - ([Grade II & III](#))

CERTIFICATIONS

- | | |
|-----------------|---------------------|
| ❑ Microsoft 365 | ❑ Generative AI |
| ❑ Big Data | ❑ Digital Marketing |
| ❑ Scrum | ❑ SharePoint |

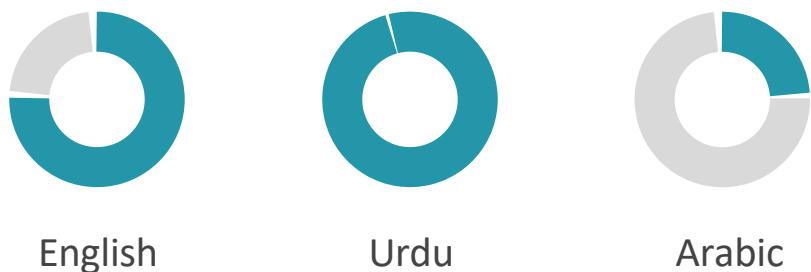
STRENGTHS

- | | |
|--------------------------|---------------------|
| 🚀 Digital Transformation | 🚀 Enterprise Comms |
| 🚀 SharePoint Solutions | 🚀 Quality Assurance |

VOLUNTEER WORK

- 🌟 Graphics & Web Designer
[Linux Pakistan \(KarachiOS Project\)](#)
Contribution: [linuxpakistan.org/kos](#)

LANGUAGES



PROFESSIONAL SUMMARY

Strategic Digital Transformation and Enterprise Communications Professional with more than 20 years of experience delivering digital workplace solutions, SharePoint platforms, employee experience initiatives, enterprise communications, UI/UX, multimedia production, branding, web technologies, and organizational engagement programs. Proven success supporting SABIC businesses and Digital Transformation initiatives through the development of collaboration platforms, communication strategies, executive content, knowledge-sharing solutions, and user-centered digital experiences. Recognized for bridging business objectives with technology, transforming complex requirements into impactful solutions that increase engagement, adoption, efficiency, and business value.

CORE EXPERTISE

Digital Transformation • SharePoint Administration & Development • Intranet & Digital Workplace Solutions • Employee Experience & Engagement • Enterprise Communications • Knowledge Management • Power BI Reporting • UI/UX Strategy • Web Development • Content Management Systems • Quality Assurance • Multimedia Production • Executive Communications • Branding & Design • Photography & Videography • Digital Marketing • AI & Generative AI • Stakeholder Management • Change Adoption

CAREER HIGHLIGHTS

- Supported enterprise digital transformation initiatives within SABIC.
- Managed communications and engagement activities supporting 16 departments and more than 1,200 employees.
- Developed SharePoint solutions and digital collaboration platforms that improved efficiency and user adoption.
- Produced executive-level presentations, multimedia content, learning materials, dashboards, and communication campaigns.
- Combined technology, communication, and design disciplines to improve employee experience and organizational effectiveness.
- Extensive experience spanning digital communications, web development, UX, branding, multimedia, SharePoint, and business engagement.

PROFESSIONAL EXPERIENCE

Web & Digital Communications Specialist – QA Lead 📅 Oct 2023 - Present
[Digital Transformation, SABIC](#) 📍 Al-Jubail, Kingdom of Saudi Arabia

- Developed custom SharePoint applications, improving team efficiency by 20%.
- Configured user-centered SharePoint features, increasing platform adoption by 25%.
- Enhanced portal functionality and user experience using HTML, CSS, and JavaScript.
- Designed and produced holographic display content for SABIC Headquarters using in-house multimedia facilities.
- Created executive presentations, multimedia assets, and digital communication content aligned with SABIC branding standards.
- Collaborated with stakeholders to translate business requirements into practical digital workplace solutions.
- Supported digital transformation, quality assurance, and employee engagement initiatives across enterprise platforms.



System and Communication Specialist

National Methanol Company, Ibn Sina, SABIC

📅 Apr 2016 – Oct 2023

📌 Al-Jubail, Kingdom of Saudi Arabia

- Managed SharePoint intranet environments, employee engagement activities, and internal communication programs.
- Developed executive presentations, dashboards, learning tools, digital campaigns, photography, and multimedia productions.
- Supported communication and engagement activities for more than 1,200 employees.
- Improved reliability, effectiveness, and reach of communication platforms and services.

Front End Team Lead

IT Concepts

📅 Jan 2014 - Apr 2016

📌 Karachi (U.S.A based company)

- Directed UI/UX strategy and enterprise front-end development activities.
- Led development teams delivering modern responsive web solutions.
- Managed CMS implementations including WordPress, Drupal, Umbraco, and ModX.
- Utilized AngularJS, HTML5, CSS3, JavaScript, Git, and Node.js technologies.

Front End & Web Developer

IT Concepts

📅 Jan 2013 - Jan 2014

📌 Karachi (U.S.A based company)

- Built responsive websites and applications.
- Improved website performance, usability, responsiveness, and SEO effectiveness.
- Increased traffic and user engagement through optimization initiatives.

Lead Web Designer

AMI Solutions

📅 Feb 2010 - Dec 2012

📌 Karachi (U.S.A based company)

- Designed websites, campaigns, newsletters, and digital communication assets.
- Contributed to significant business growth through enhanced digital presence.

Web Designer & Developer

Pakbill Solutions & Pakistan Open Source

📅 Dec 2007 - Jan 2010

📌 Karachi

- Developed WordPress and Joomla based solutions.
- Enhanced digital visibility through SEO and web optimization initiatives.

Graphic & Web Designer

Linux Pakistan

📅 Oct 2006 - Nov 2007

📌 Karachi

- Developed websites, dashboards, landing pages, and digital media assets.

Graphic Designer & Animator

An-imaginary Studio of Animatronics

📅 Jul 2000 - Sep 2006 – Part Time

📌 Karachi

- Produced TV commercials, 3D animations, motion graphics, product designs, and visual media content.

Machinist in Automotive Parts Manufacturing Plant

Allied Precisions Engineering Products (Pvt.) Ltd.

📅 Jul 2002 - Apr 2005

📌 Karachi & Hub, Pakistan

- Performed precision machining of automotive components using CNC equipment.
- Developed strong foundations in quality assurance, process discipline, technical drawings, and manufacturing operations.
- Contributed to the delivery of high-quality products in a fast-paced production environment.