

Emad Morris Zedan

Project Manager, Scrum Product Owner, Adobe Certified Expert, Web Designer, WordPress Developer, E-Commerce, Digital Marketing, Technical SEO Specialist, Multimedia Designer & Developer, E-Learning Specialist, Book Author, & Trainer.

SUMMARY

Multiskilled Product Owner and Digital Product Professional with a strong combination of technical, digital marketing, and project management expertise. Experienced in translating business objectives and customer needs into clear product requirements, user stories, product roadmaps, and actionable backlogs while working closely with developers, designers, stakeholders, and cross-functional teams. Strong practical understanding of Agile methodologies, Scrum, sprint planning, backlog prioritization, stakeholder management, UAT, defect management, and continuous improvement. Technically proficient across web technologies, WordPress, e-commerce, digital platforms, UX/UI, analytics, SEO, AEO, and digital marketing, enabling effective communication between business and technical teams. Brings a commercial and customer-focused mindset, combining product ownership, technical problem-solving, digital strategy, and project delivery to build products that improve user experience, engagement, conversion, and business performance.

COVER LETTER

Dear Hiring Manager,

I am writing to express my interest in the Product Owner position. I offer a multidisciplinary background combining technical expertise, digital product development, digital marketing, and project management, with a strong understanding of Agile and Scrum principles.

My experience allows me to operate effectively at the intersection of business, technology, customers, and delivery teams. I am comfortable understanding business objectives and translating them into product requirements, user stories, acceptance criteria, prioritized backlogs, and actionable development tasks. I enjoy working closely with developers, designers, stakeholders, and end users to ensure that product decisions are aligned with both customer needs and measurable business outcomes.

regarding this position I can help in design or work on websites using Figma, Photoshop, and Illustrator. I have a B.A. in Computer science and my experience is focused on design & and development, I have coding skills, and proficiency in HTML5, CSS3, SCSS, Vanilla JavaScript ES6, DOM (Document Object Model), jQuery, PHP, MySQL, NPM, ReactJS & Webpack. Also, I know and can use Bootstrap, Tailwind, Frameworks to create a multi-device view for websites that are optimized and fast, also I can use WordPress CMS with Elementor, WP Bakery,



PERSONAL INFORMATYION

Country

Jordan (GMT+3)

Mobile

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Email

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Website

<https://emadzedan.com>

Blog

<https://www.geminitutorials.com>

Portfolio

<https://emad-zedan.com/portfolio>

LinkedIn Profile

<https://www.linkedin.com/in/emad-zedan/>

SOFT SKILLS

Leadership, Good Listener, Creative, Deliver Fast. Time Management, Problem Solver, Curiosity & Joy While Working.

or Oxygen Page Builders, and I can write code using PHP & MYSQL Database using WordPress's SDK also, I can develop custom WordPress themes from scratch and create custom WordPress plugins, I can use readymade plugins like ACF (Advanced Custom Fields), WooCommerce, Yoast for SEO, Security Optimizer...etc.

I care about accessibility standards using (WCAG) Web Content Accessibility Guidelines, using the POUR Principles (Perceivable, Operable, Understandable, and Robust) Standards to create (ARIA) Accessible Rich Internet Application, also, I am skilled at optimizing performance, and writing secure code to safeguard against vulnerabilities such as SQLi (SQL injection) and XSS (Cross-Site Scripting).

Working with WordPress hooks (Actions and Filters) has allowed me to build highly dynamic, user-friendly websites that provide seamless experiences, I can collaborate with teams using Git using (GitHub or bitbucket).

Recently I could create custom plugins using Generative AI, And I could update its code and produce full functioning WordPress plugins and Websites.

I have skills in error handling and debugging the WordPress website to know what made the error then fix it.

I can use Google Translate, Grammarly, AI anti-plagiarism content software, and websites, Chat GPT, and Google Gemini to write new SEO (Search Engine Optimization), website content, and Pillar-Cluster content hub structure for websites. Also, I have skills in Technical On-Page SEO using the Yoast SEO plugin, GTMetrix Website, and SEMrush Website. And I have experience in fixing core web vitals (LCP, FID, & CLS).

I am self-aware of the QA (quality assurance) process and late-time modifications of my QA team, managers, or clients, and I give very in-depth details for their notes, and change accordingly and fast, with few QA iterations cycles.

I also have 2D animation and video editing skills using Adobe Animate, Premiere pro, After Effect, and social media content creation using Canva.

I have all the tools needed to work, meet, and communicate remotely, and I can work in any time zone.

Thank you for your consideration. I look forward to hearing from you soon and moving forward in the interview process.

Sincerely,
Emad Zedan

LANGUAGES

Arabic: Native

English: Professional (I'm Working on A2 & B1 English for Developers Certifications) and Preparing for TOFEL & ILTES EXAMs.

TECHNICAL SKILLS

Adobe Creative Cloud, Procreate, Procreate Dreams, VS Code, HTML, Bootstrap, Tailwind, CMS, HubSpot Integration, Blog, CSS, SCSS Preprocessor, E-Commerce, Git, GitHub, GitLab, Bitbucket, Vanilla JavaScript ES6, DOM (Document Object Model), jQuery, Office 365, Advanced Custom Fields (ACF), Custom Post Types (CPT), SMTP, Security Optimizer, Gutenberg Blocks, Elementor, Oxygen, MySQL, PHP, Postman, JSON, WordPress, WooCommerce, Custom Plugins, FSE (Full Site Editing), google drive, Office 365, Microsoft To-Do, Canva, Generative AI. Dry Principle (Don't Repeat Yourself Principle), Solid Principle (five core object-oriented design principles that help developers write clean, maintainable, and scalable code.), BEM (Block, Element, Modifier) Methodology, On Page SEO (Search Engine Optimization), On Page AEO (Answer Engine Optimization), Pillar-Cluster Content Hub Structure, CI/CD (Continuous Integration and

EXPERIENCE

Self-Employed, Jordan — *Entrepreneur & Freelancer*

6/2024 – **Present**

- My Udemy Course: Websites Hero Sections (The UIUX Design, and The Psychology)
<https://www.udemy.com/course/websites-hero-sections-the-uiux-design-and-the-psychology>
- My 2025 homepage: <https://emad-zedan.com>
- My training course funnel: <https://ai-funnel.smarteducationaltools.com/public>
- Worked on landing page: <https://tabitharickard.com>
- I worked on Food & Beverage website: <https://stryker-fb.com>
- Worked on the company profile website: <https://julnareducation.com>
- Worked on the front-end of a bank and financial institute website: <https://mfu.gov.sd/en>
- Worked on Music Directory Website: <https://music-universe.com>
- Worked on UXUI Library Website: <https://uxui-library.com>
- My Shutterstock Contributions:
<https://www.shutterstock.com/g/EmadZedan/video>
<https://www.shutterstock.com/g/EmadZedan>
- Spotify AI Music:
<https://open.spotify.com/artist/1fmoF3cRRcm1ep2dLJt69E>

AI Alchemists, USA — *Freelance Web Designer & WordPress Developer*

1/2024 – 6/2024

- Branding, Web Design, & WordPress Custom Theme Development from scratch and Oxygen Page Builder.
<https://theaialchemists.com>
<https://aminotherapycenterusa.com>

Tokyo Academics, Japan — *Remote Web Designer & WordPress Developer*

5/2021 – 5/2023

- Limited Time Contract (2 Years).
<https://www.tokyoacademics.com> (The website had changed from the one I worked on)
- Designed and developed the company website on WordPress.
- Train the marketing team to add content to the website.

Continuous Delivery/Deployment principles, WCAG (Web Content Accessibility Guidelines), POUR Principles (Perceivable, Operable, Understandable, and Robust), working with screen readers, NPM (NodeJS Package Manager).

- My Best Published NPM Vanilla JavaScript Utilities Library
2025/2026:
<https://www.npmjs.com/package/@emadzedan80/pro-utilities>

Hobbies

Sketching, Drawing & Animating
Cartoons, Reading Self-
Development, Marketing &
Business Books, Watching
Training Courses, & Trading
Crypto (Bitcoin).

Dynmaxa Technology, UAE — Remote WordPress Developer & Design Specialist

11/2020 – 4/2021

- Limited Time Contract (6 months).
- Designed and developed a WordPress theme.
<https://dynmaxa.emad-zedan.com>
- Animated vector infographics using Adobe Animate HTML5 Canvas.
- Created Branding product brochures, business cards, and company profiles using Adobe InDesign and Illustrator.

Self-Employed Book Author & Publisher, Jordan — Web Design, Children & Coloring Books

8/2016 – 8/2020

- Authored: "Parallax Web Design" book: <https://parallaxwebdesign.online>
- Authored: "Jake and the Enchanted Key" Book: <https://www.amazon.com/dp/BoC6BFKFXN>
- Authored: "Learning the Alphabet" book: <https://www.amazon.com/dp/Bo8X6DRRCS>
- Illustrated: "My Coloring Sketchbook" coloring book: <https://www.amazon.com/dp/1533023018>
- Illustrated: "I am Motivated" coloring book: <https://www.amazon.com/dp/Bo88L7CM6J>
- Illustrated: "Cute Creatures" coloring book: <https://www.amazon.com/dp/Bo8D52HRV9>

Travel Miles, Jordan — Senior Web Designer

8/2014 – 8/2016

- Limited Time Contract (2 Years).
- Web design of E-Commerce, ticketing & booking websites:
flowershop.jo (Offline)
ticketsjo.com (Offline)
travelmiles.me (Offline)
otleh.com (Offline)

Obeikan Education, Jordan — HTML5 Development Consultant

7/2013 – 12/2013

- Limited Time Contract (6 months).
- Analyzed and programmed an HTML5 interface to control the science labs.
- Trained a team of twelve people on working on HTML5 using Adobe Edge Animate CC

Obeikan Education, Jordan — *Senior Multimedia Designer*

7/2009 – 7/2012

- Limited Time Contract (3 Years).
- Designed and animated educational content for educational portals for the Ministry of Education in Saudi Arabia and Bahrain.
- Gained the experience of collaborating with instructional designers in math and science through the books for the twelve grades.

Minhaj for Educational Technologies, Jordan — *Multimedia Developer*

6/2006 – 2/2009

- Finished 2.9 Years & Then the Company Closed Its Offices (Cash Flow Problems).
- Developed math e-learning content for four projects for all twelve grades.

EDUCATION

Al Zaytoonah University of Jordan, Jordan — *Bachelor of Computer Science 2002*

CERTIFICATION

Adobe Systems Incorporated, USA — *Adobe Flash CS3 Certified Expert 2009*

TRAINING COURSES

100+ Online Certificates

From: LinkedIn, Lynda, Pluralsight, Digital Tutors, Skill Share, Udemy & YouTube.

VOLUNTEERING

Global Network of Religions for Children

<https://gnrc.net>

Position: Remote Website CMS Content Poster Volunteer

2/2013 – 5/2015

Shako Mako – Iraqi American Association

<https://shakomakoiaa.org>

Position: Website Manager Volunteer

6/2025 – **Present**

- I'm working on design and development of the organization's website, I create a group of plugins to handle the forms for volunteers, partners, mentors and contacts using AI, it is my first time that I make a full functioning WordPress plugin using AI, but I have to accept that Generative AI will not replace developers because if you do not know what you are asking for, what it will function like, and what errors exactly the AI done, you will have difficulties workable website or part of a website without your proper prompting.

RECOMMENDATIONS

Myles Osborn (Director of Client Experience at Tokyo Academics) 2023

Emad is a dependable, detail-oriented professional with a diverse background in engineering and project management. He is driven by the pursuit of excellence and can deliver results under varying circumstances. Emad is a quick learner and adapts well to changes in his work environment. He is continually looking for ways to improve processes, procedures, and performance. Ultimately, He is a proficient leader with a drive to meet deadlines; and given his work ethic, feedback-seeking personality, and strong discipline skills make him a great addition to any team.

Noor Saud Abdul-Aziz (Program Manager at Obeikan Education) 2012

I consider Emad a model member of the team who provided consistency & delivered all expectations. His unconventional way of thinking helped the company to solve practical issues in the most efficient ways.

Khader Abu Al-Edam (Project Manager at Minhaj for Educational Technologies) 2009

I got the chance to work with Emad directly, Emad cares a lot about self-development & mastering his work, I recommend him for any position that requires creativity, as he would exceed the expectations.