PORTFOLIO · 2026

HOSSAM

Everything I Build.

Websites, stores, platforms and systems, built in the UAE. This file collects selected work. Client names, links and data are kept private.

WhatsApp	+971 56 737 1542
Email	info@byhossam.com
Website	byhossam.com

SERVICES

What I build

Websites & landing pages

Fast bilingual websites designed to turn visitors into customers.

E-commerce stores

Complete online stores with products, cart, checkout and order management.

Marketplaces & service platforms

Platforms where buyers, sellers and service providers meet: maintenance, delivery, bookings and more.

Admin & management systems

Custom dashboards that run orders, staff, customers, invoices and reports for any company.

Delivery & shipping systems

Order dispatch, courier tracking and integration with shipping companies.

Online payments

Visa, Mastercard, Apple Pay, Samsung Pay and Google Pay connected to your store or platform.

Site & platform monitoring

Software that watches your websites and platforms and tells you when something breaks.

Product sourcing

Sourcing goods for online stores and selling platforms.

Ads & social media

Google Ads and Meta campaigns, plus follow-up and management of your social media accounts.

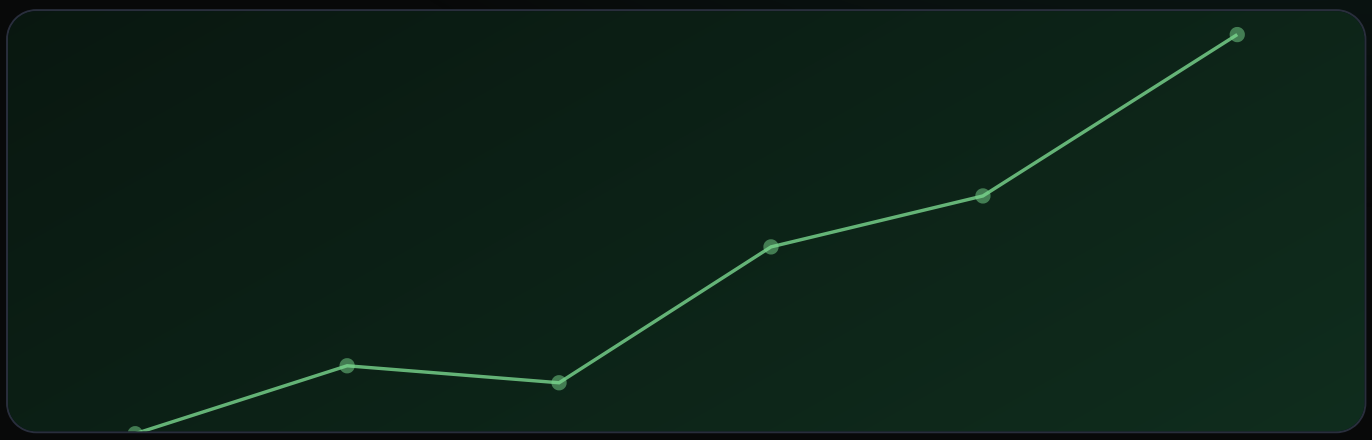
Business growth in the UAE

Helping other businesses reach customers and grow in the UAE market.

ADS / 2026

Ad Campaigns on Meta, Google & More

My method for building ad accounts that are measured and improved, not just launched



Google Ads | Meta Ads Manager | WhatsApp Business | Conversion tracking

I plan, build and run paid campaigns for service businesses in the UAE: Google search campaigns in Arabic and English, and Meta campaigns that start WhatsApp conversations. Every account follows the same method: a clear goal, a clean structure, a landing page for each service, tracking in place before the first dirham is spent, and steady optimisation after launch.

The problem

Ad accounts often grow without structure: scattered ad groups, ads rejected for avoidable reasons, calls and messages that are never measured, and landing pages that do not match the ad. Money is spent and nothing is learned.

What it does

- Goal first: what counts as a result for each service (a call, a WhatsApp message, a request)
- A clean structure: one campaign per service, tight ad groups, similar items merged instead of repeated
- Search campaigns in Arabic and English with matching keywords and a negative keyword list
- Responsive ads, headlines and extensions: call button, WhatsApp button and callouts
- A landing page for each service with clear call and WhatsApp buttons
- Calls and WhatsApp conversions tracked separately
- Meta campaigns for page promotion and WhatsApp conversations, with a prepared business page
- Ad rejection review before and after launch
- Pause what does not work without deleting its history, and scale what does

Result

Applied to service businesses in the UAE. Performance figures are not published.

SYSTEMS / 2026

Central Command & Early-Warning System

One screen that watches every platform, server, ad account and the treasury



Node.js · JavaScript · Three.js · WebGL · Web Speech API · SQL · REST

A private, password-protected control room for a company that runs several platforms. It checks every platform and server continuously, shows ad spend and results, staff attendance, the treasury and a security score, and raises an early warning the moment something stops responding.

The problem

A company running several platforms and servers had no single place that tells it immediately when something stops working.

What it does

- Live up/down status and response time for every platform
- Server health at a glance
- Google and Meta ad spend and results in one place
- Staff attendance and treasury summary
- Security score with failed-login monitoring
- Early-warning alerts with sound and a visual signal
- A voice and text assistant in Arabic that answers questions about the system
- Protected sign-in with a temporary lockout after failed attempts

Screens



SOFTWARE / 2026

HR & Accounting Software

A complete desktop application for company management



Electron · SQLite · Node.js · PostgreSQL · AES-256-GCM

A full desktop application that runs a company's people and money: employees, payroll, leaves, advances and custody, treasury, budgets and reports. It is sold with a lifetime license and has had more than 35 releases.

The problem

A contracting company kept staff files, salaries, documents and the treasury in separate places, with no review of what changed and no easy way to print papers with a stamp and signature.

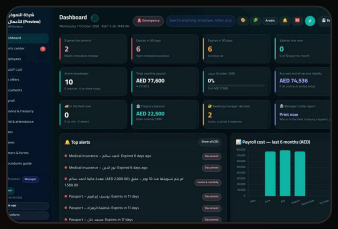
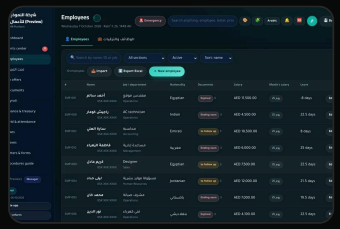
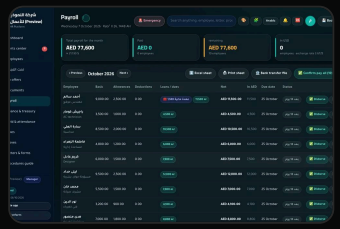
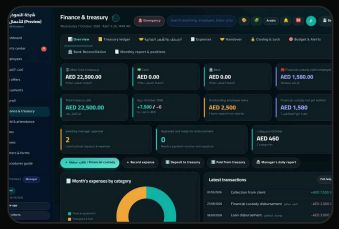
What it does

- Employees, payroll, leaves, advances and custody
- Treasury, budgets and reports
- Alerts before residency, passport and insurance documents expire
- Net salary after loan instalments shown everywhere
- Final manager review of every change staff make
- Print any paper with the company stamp and signature on every page
- An Arabic sentence is turned into a voucher entry automatically
- Works offline, with encrypted sync between devices
- Multiple user roles and permissions
- Automatic updates, licensing and activation
- Arabic and English interface

Result

Version 5.8.1, with 18 automated tests.

Screens

PLATFORMS / 2026

Shipping & Delivery Platform

Door-to-door delivery across the UAE, with admin and courier portals



Node.js | Express | PostgreSQL | Socket.IO | Leaflet | JWT

A delivery platform that connects people who need to send something with couriers. Customers get an instant price, track the shipment with a code and chat with support. Management runs everything from a dashboard, and couriers work from their own portal.

The problem

Pickup and delivery in the UAE needed instant pricing, tracking without an account, and control over couriers and the cash they collect.

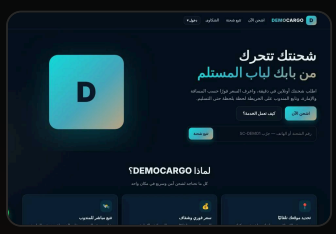
What it does

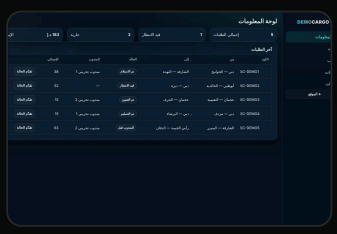
- Instant price by emirate and weight, calculated on the server
- Shipment tracking by number or phone, no account needed
- Chat between customer and support
- Admin dashboard for orders, couriers, complaints, ratings, cash and pricing
- Courier portal on mobile: accept or reject, proof of pickup and delivery
- A 4-digit delivery code, a photo and a location check
- Audit log and permissions for each staff role
- Arabic and English, backups and legal pages

Result

An automated test of courier-device unbinding passes 66 of 66 checks.

Screens






WEBSITES / 2026

International Freight Website

A bilingual corporate website for a logistics company



Node.js | Express | EJS | PostgreSQL | Nodemailer

A corporate website for an international freight and logistics company in the UAE. It explains each service clearly and turns visitors into quote requests. Fully responsive.

The problem

A UAE freight company needed a clear bilingual presence that turns visitors into quote requests.

What it does

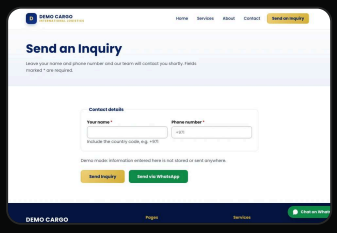
- Sections for sea, air and land freight
- Customs clearance, warehousing and door-to-door services
- Quote requests saved to a database and sent by WhatsApp or email
- A contact page and a floating WhatsApp button
- Search-engine setup: sitemap and submitted pages
- Security headers, HTTPS and request limits
- Cookie notice, Arabic and English versions

Result

33 automated tests: 31 passing, 2 skipped, none failing.

Screens





WEBSITES / 2026

Freight Company Website, Cinematic Edition

A fast, static corporate site with a hero container ship and a live route ticker



HTML CSS JavaScript

A separate, lightweight corporate website for an international freight forwarder: a confident hero, six services, a reasons-to-choose-us section, the global network and a quick contact block. Built in Arabic and English with full right-to-left support.

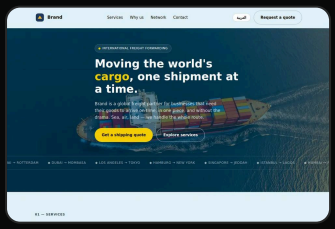
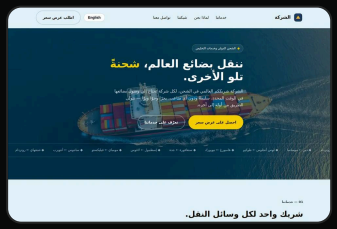
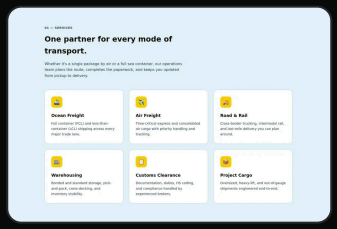
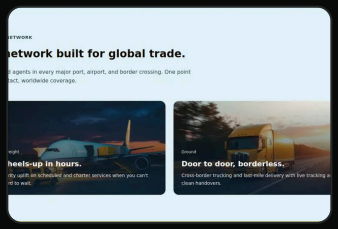
The problem

A freight forwarder needed a confident, fast corporate site that presents its services and network clearly in two languages.

What it does

- Hero with a container ship and a moving route ticker
- Six services: ocean, air, road and rail, warehousing, customs clearance, project cargo
- A "why choose us" section and a global network section
- Quick contact block and a privacy page
- Arabic and English, mobile-first

Screens

INTERACTIVE / 2026

Interactive Contracting Website

Visitors walk through the company building, room by room



HTML · CSS · JavaScript · SVG · Web Animations API

A website for a contracting company that is a building you walk through. A gate guard asks what you are looking for, then doors and stairs take you between ten rooms: reception, services, projects, about, testimonials, partners, blog, quote and contact. Animated scenes bring in workers, a tower crane, a forklift, an excavator and a truck.

The problem

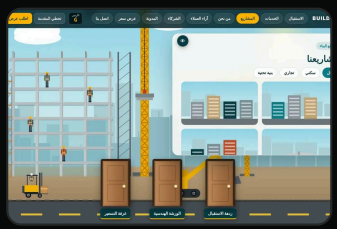
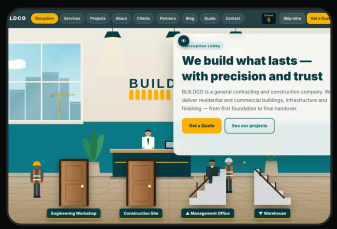
Contracting websites all look the same. The goal was a site that tells the company's story in an experience visitors remember.

What it does

- Ten rooms linked by doors and stairs
- An interactive gate guard that routes you to the right room
- Animated scenes built as vector graphics
- Quote request form and a filterable projects section
- Arabic (right-to-left) and English (left-to-right)
- Mobile layout and support for reduced motion

Screens



STORES / 2026

Modern Grill Ordering Platform

A bold menu with a cart, filters and a build-your-own box



HTML5 | CSS3 | JavaScript | Responsive design

A modern Arabic platform for showing and ordering grilled meals and light dishes, designed with a bold, youthful look for phone and desktop. Customers browse and filter the menu, customise a meal, add it to the cart and send the order as a ready-made message.

The problem

A food business needed its own platform that shows its meals and identity more distinctively than a traditional menu, and simplifies the path from discovery to order, especially on mobile.

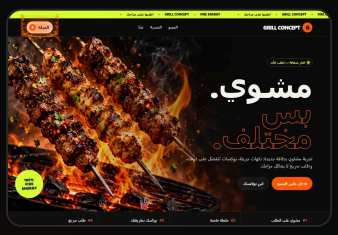
What it does

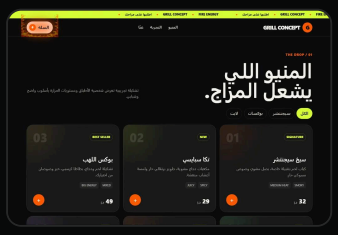
- Full Arabic right-to-left interface, responsive on phone and desktop
- Dark, bold design with graphic elements and reveal animations
- Interactive item cards with touch effects for mobile
- Menu filters: all, signature, boxes and light bites
- Side cart with add, remove, counter and total
- Build-your-own meal in three steps: protein, base and heat level
- An automatic order message with the items and the total
- Animated fire frame on mobile, with reduced-motion support

Result

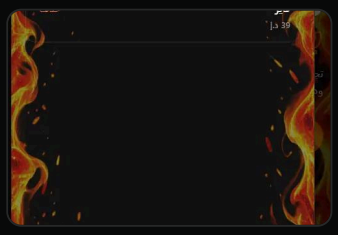
A public demo to try on phone and desktop: 6 sample menu cards and a 3-step custom box.

Screens









VIDEO / 2026

Weekly Progress Motion Film

A week of work presented to management as a 3:42 animated film



H.264 / AAC · 1920×1080 · 30 fps

A full-HD animated film that reports a week of progress to management: an opening, the challenge, a day-by-day timeline, the platforms delivered, the business impact and an impact wall. A presenting character with lip-sync speaks an Arabic voice-over over music, with counters, cards and charts on screen.

The problem

A full week of work needed to be presented to management in a form that is easy to follow, instead of a long written report.

What it does

- 16 scenes with a clear storyline
- A presenting character with lip-sync
- Arabic voice-over and orchestral music
- A day-by-day timeline of the week
- Counters, cards, charts and an impact wall

Result

A 3:42 film in 16 scenes. The full video is not available for public viewing; these are stills.

Screens





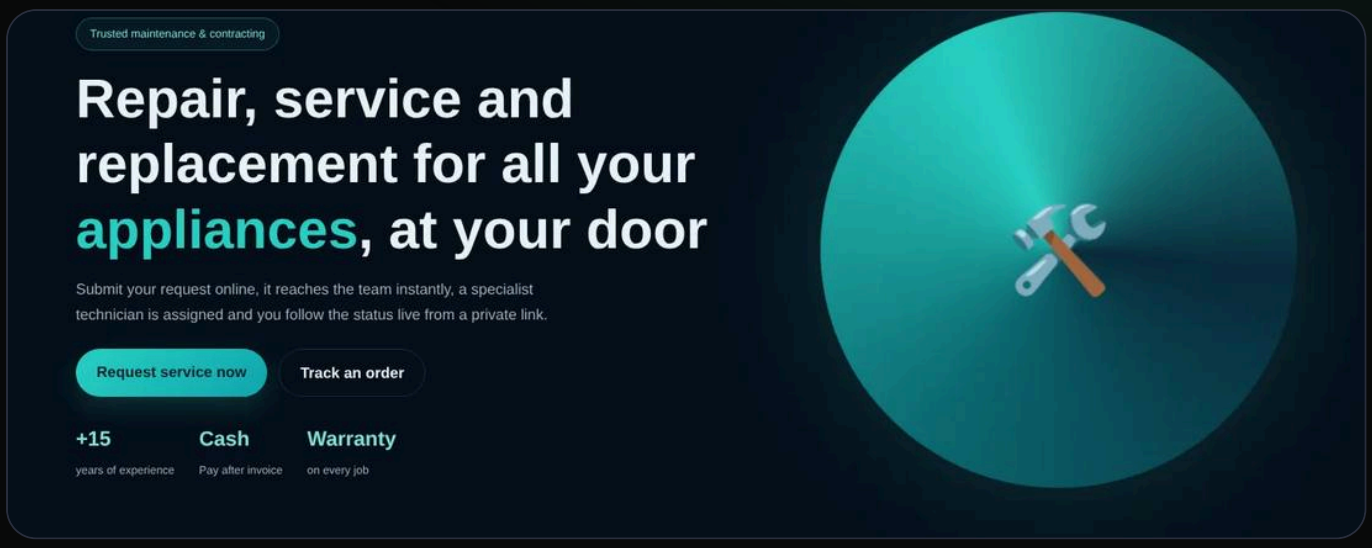




PLATFORMS / 2026

General Maintenance Platform

Customers request, track and rate home-appliance maintenance across the UAE

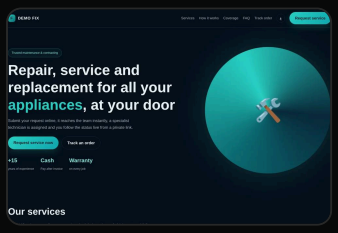


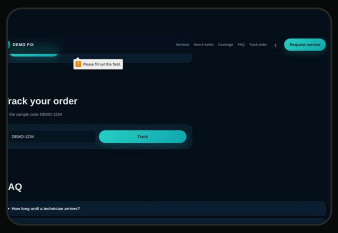
A bilingual maintenance and contracting platform for the UAE. The customer registers a service request online, the team is notified instantly, a specialist technician is assigned and the customer follows the order live from a private tracking code, until the invoice is uploaded and the service can be rated.

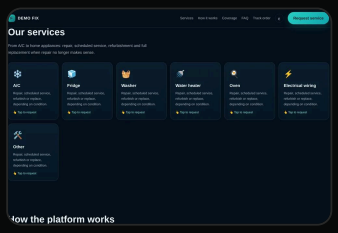
What it does

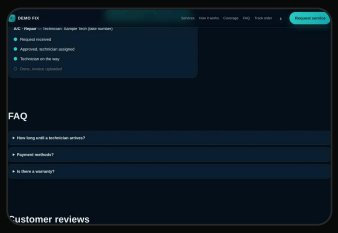
- Online request form with problem photo and automatic location
- Instant notification to the team and technician assignment
- Order tracking by private code, with technician details
- Invoice photo uploaded after the job and visible to the customer
- Public ratings and a transparent complaints channel
- Technician recruitment form with document upload
- Coverage of all seven emirates, Arabic and English

Screens









STORES / 2026

Sports Jersey Store

A Shopify design with a 360° jersey that moves like fabric



Shopify | Liquid | HTML | CSS | JavaScript | WebGL

A complete design for an online store that sells authentic football jerseys. A dark, animated sports look shows the jersey floating in the air, rotating 360° and moving like real cloth. It covers the home page, the collections page and the product page, and the store payment methods were set up and opened to visitors.

The problem

The store used a generic template with no sports identity, and product photos with white backgrounds showed up as white boxes. The owner needed front and back views and reassurance about delivery and authenticity.

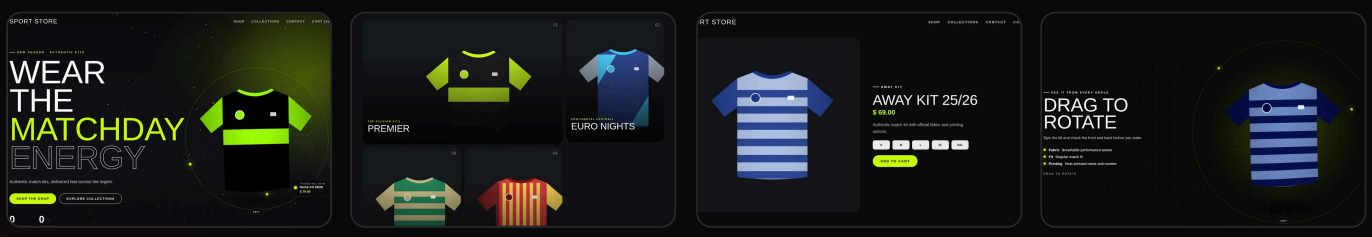
What it does

- Animated intro with a headline, counters and a particle background
- A jersey that rotates 360° and flutters like cloth, front and back
- An image processor that removes white backgrounds in the browser and keeps the white inside the jersey
- Live product cards with 3D tilt, a hover image and a discount badge
- A moving ticker and a trust strip for delivery, authenticity, printing and payment
- A product page with a delivery countdown, an expected date and a size guide
- Payment methods set up: Visa, Mastercard, Maestro, Apple Pay, Google Pay and Shop Pay

Result

The new design is in final review before it replaces the current theme.

Screens



Illustrative screenshots from the design, using generic content.

LET'S TALK

Tell me what you have in mind.

You always get a clear written proposal before any work begins. Current prices and offers are on the website.

WhatsApp	+971 56 737 1542
Email	info@byhossam.com
Website	byhossam.com