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FRONT END DEVELOPER

- Meticulous web developer with over 5 years of front-end experience and passion for responsive website design and a firm believer in the mobile-first approach.
- Implemented 25+ responsive, mobile-first websites, landing pages, single page applications (SPA) and progressive web applications (PWA) from concept through deployment.
- Strong understanding and experience with clean and semantic HTML5, CSS3, pixel-perfect development from designs, consuming RESTful APIs and third-party libraries.
- Highly organized, detail oriented, and able to work autonomously with minimal direction.

AREAS OF EXPERTISE

Responsive Web Design (RWD)
UI/UX Design Patterns
DOM Manipulation
Client Management
Communication Skills

Cross-Browser Compatibility
Template / Theme Development
JavaScript Object Model
Team Leadership
Organization Skills

Web Design & SEO Principles
Media Queries & Animations
Testing and Debugging
Time Management
Software Documentation

TECHNICAL SKILLS

Languages: HTML5, CSS3, CSS Preprocessors (SASS, SCSS, LESS), JavaScript, TypeScript
Frameworks: Bootstrap, Material Design, AngularJS / Angular, MVC
Software & Tools: Designing (Photoshop, Illustrator, XD, InDesign, Figma), Testing and Debugging (Chrome DevTools, Firefox Developer Tools, Safari Web Inspector), Microsoft Visual Studio
Others: jQuery, WordPress (Content Management System – CMS), Git (Version Control System), Object-oriented programming (OOP), Command Line

PROFESSIONAL EXPERIENCE

Freelance Front End Developer

Oct 2019 – Present

Design Studio, Gujranwala

Develop customised web applications for clients and enhance existing websites by working remotely in an agile cross-functional team of Product Designers, Product Managers, Back-End, and QA Engineers.

- Produced stunning visual elements of web applications by translating UI/UX design wireframes into code while producing high quality, reusable markup using HTML5, CSS3, Bootstrap, jQuery, JavaScript, TypeScript, WordPress, and AngularJS/Angular.
- Achieved 19% faster load time than industry average by delivering pixel-perfect, cross-browser compatible, W3C, and Google compliant websites.
- Successfully implemented responsive websites, landing pages, SPAs, and PWAs from scratch with modern animations, within time and budget constraints in a rapid development environment. As a result, achieved clients' satisfaction by 95%.

Continued...

- Collaborated with product team members to implement new features development. Increased mobile traffic by 20% by revamping UI, UX and overall design aesthetic and implementing new responsive, mobile-first approach.
- Reduced page load time to less than 2 seconds for 20+ websites, obtaining search engine rankings and boosting conversion rate by up to 37%.
- Increased email signups by 12% by creating new UI for website landing page in WordPress.

Senior Front End Developer

Nov 2018 – Oct 2019

Genius Enterprises, Gujranwala

Managed a team of developers, oversaw daily projects for site maintenance and front-end development tasks for over 40 domains.

- Decreased onboarding time by 63% by mentoring and coaching 5 new frontend developers through regular coaching sessions and work reviews.
- Reduced ad hoc work requests by 27% by assessing project requirements using Agile & Scrum principles that helped prioritize developing activities.
- Increased potential site visitors by > 110% and improved SEO through Google's "Mobile First" SEO policy by creating responsive design using Materialize to capture mobile traffic.
- Reduced response time by 72%, bounce rate by 54%, increased conversion and revenue by 4x through designing experiments and conducting UI/UX A/B tests for websites of international clients.
- Integrated third-party services and external APIs as a part of implementation of many web applications resulting in decrease of the system's complexity.

Front End Developer

Dec 2015 – Nov 2018

Oratier Technologies, Lahore

Solely responsible for complete front-end development of Hospital Management and Information System (HMIS) of Shaikh Zayed Hospital, Lahore, Pakistan.

- Oversaw full lifecycle of front-end web development for web-based Hospital Management and Information System (HMIS). As a result, 7 major product updates were completed on time and on budget.
- Decreased code complexity and improved maintainability of the shared libraries and components by capturing the best development practices in a way of common design and coding standards.
- Improved product's stability and scalability by identifying critical performance issues during development phase and performing website testing and debugging.
- Increased conversions by 20% by collaborating with back-end developers to identify and remove user impediments to purchase.

EDUCATION

Bachelor of Science in Software Engineering

2015

University of Management and Technology, Lahore