

M. WALEED ZAFAR

FRONT END DEVELOPER | WORDPRESS | SHOPIFY | UI/UX DESIGNER

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📍 Gulberg Greens, Islamabad

👤 PROFESSIONAL SUMMARY

Experienced Full Stack Developer with 5+ years in WordPress development, 2+ years in Shopify, 2+ years in Figma UI/UX design, and 2+ years in React/Next.js frontend development. Fiverr Level 1 Seller with proven track record of delivering high-quality digital solutions. Specialized in creating bespoke themes, e-commerce solutions, and user-centered designs. Passionate about transforming concepts into visually stunning and functional digital solutions that consistently exceed client expectations and drive business growth.

💼 WORK EXPERIENCE

Senior WordPress Developer

2023 - Present

DIGI ADVERTA, ISLAMABAD

- Lead WordPress and Shopify development projects, creating visually engaging and functional websites for diverse clients
- Develop custom themes, plugins, and e-commerce solutions using WordPress and Shopify platforms with advanced functionality
- Design comprehensive user interfaces and experiences using Figma, ensuring optimal user engagement and conversion rates
- Implement responsive designs using React.js and Next.js for modern, high-performance web applications
- Collaborate with international clients to deliver customized solutions aligned with brand identities and business objectives
- Stay current with industry trends and emerging technologies to deliver innovative and impactful online experiences
- Optimize website performance, SEO, and user experience across multiple platforms and devices

WordPress Developer & Designer (Fiverr Level 1 Seller)

2019 - 2023

UPWORK - FIVERR (FREELANCE)

- Achieved Fiverr Level 1 Seller status with 100+ completed projects and 5-star ratings
- Successfully delivered tailored and visually appealing websites for diverse international clients across various industries
- Maintained exceptional client satisfaction through high-quality solutions meeting unique requirements within tight deadlines
- Specialized in WordPress theme customization, plugin development, and e-commerce store setup
- Built long-term client relationships through exceptional service delivery and ongoing website maintenance
- Developed expertise in cross-cultural communication and project management for global clientele

🎓 EDUCATION

Intermediate

2019 - 2021

Postgraduate College, Islamabad

⚙️ TECHNICAL SKILLS & EXPERTISE

WordPress Development (5+ Years)

- Custom Theme Development & Customization
- Plugin Development & Integration
- WooCommerce Store Setup & Optimization
- Performance Optimization & SEO
- Elementor & Gutenberg Block Development

Shopify Development (2+ Years)

- Liquid Template Development
- Custom App Development & Integration
- Store Optimization & Performance
- Payment Gateway Integration
- Third-party API Integration

✍️ UI/UX Design (2+ Years)

- Figma Design & Prototyping
- Wireframing & User Journey Mapping
- User Research & Testing
- Responsive Design Principles
- Brand Identity & Visual Design

⚛️ Frontend Development (2+ Years)

- React.js & Next.js Development
- HTML5, CSS3, JavaScript (ES6+)
- Responsive Web Design & Mobile-First
- CSS Frameworks (Tailwind, Bootstrap)
- Version Control (Git) & Deployment

🏗️ RECENT PROJECTS & PORTFOLIO

Zado

zado.ca

Salt Range

salt-range.com

Stationside Condos

stationsidecondos.ca

1989 Condos Burlington

1989condosburlington.com

Clean Canada Club

cleancanada.club

Hani and Baba

haniandbaba.com

Chrome Condo

chromecondo.com

California Pacific Realty

californiapacificrealty.com

Inovatec Solutions

inovatecsolutions.com

KS Collection

kscollection.pk

Kommit Tech

kommittech.com

Zeefit Pakistan

zeefitpk.com

University Boys Hostel

universityboyshostel.pk

Yasir Sihaal

yasirsihaal.com

Cyber AI Partners

cyberaipartners.com

Lakeview Village Condo

lakeviewvillagecondo.ca

Growth Nest 26

growthnest26.com

Pixelizio

pixelizio.com

Greyson's Global

greysonsglobal.com

Talent IVA

talent-iva.com

Digi Adverta

digiadverta.com

Bin Kamal Textile

binkamaltextile.com

Mai Frozen Food

maifrozenfood.com

Papers Bay

papersbay.com

Nada Youssef

nadayoussef.ca

Techmill Systems

techmillsystems.com

✿ PROFESSIONAL CERTIFICATIONS

Diploma in Web Development

Muhammad Institute (2019)

Certified Shopify Developer

Hadi E-learning Platform (2023)

↔️ Crafted with passion for excellence in web development and design

WordPress Expert

Shopify Specialist

UI/UX Designer

React Developer