FIZZA TARIQ

Frontend Developer | WordPress Developer | UI/UX Designer

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PROFESSIONAL SUMMARY

Results-driven Frontend & WordPress Developer with 4+ years of professional experience building high-performance, SEO-optimized, and fully responsive websites across diverse industries. Proficient in WordPress, Elementor, WooCommerce, Shopify, Webflow, HTML5, CSS3, JavaScript, and Tailwind CSS. Proven track record of improving website speed, reducing technical debt, and delivering pixel-perfect UI/UX designs that drive user engagement.

TECHNICAL SKILLS

Frontend Development

React, HTML5, CSS3, JavaScript (ES6), Responsive Design, Bootstrap, Tailwind CSS, GSAP (animations)

CMS & eCommerce

WordPress, Shopify, Webflow, Framer, Elementor, WooCommerce.

Design & Prototyping

Figma, UI/UX Design, Wireframing, Mockups, Prototyping

SEO & Performance

Technical SEO, On-Page SEO, Core Web Vitals, Website Speed Optimization, Google Search Console

Tools & DevOps

Git, GitHub, cPanel and FTP, DNS Management, SSL Certificates, Google Analytics

PROFESSIONAL EXPERIENCE

Web Manager – WordPress Developer *Nov 2023 – Present*

I.T Networks Services | Karachi, Pakistan

- Oversee end-to-end management of the company website and multiple local Vendure-powered storefronts, ensuring 99%+ uptime and seamless user experiences.
- Implemented caching strategies, image compression, and lazy-loading techniques, improving average page load speed by 35%+ across managed sites.

WordPress Developer (Part-Time / Remote) *Aug 2023 – Aug 2024*

Boostoo | Remote

- Designed and developed responsive, mobile-first websites for international clients, ensuring cross-browser compatibility and optimal Core Web Vitals scores.

- Built custom Elementor templates and reusable block libraries, reducing page-build time by approximately 40% across client projects.

UI/UX Designer & Web Developer *Jul 2022 – Aug 2023*

NFTCIPHER

- Created end-to-end UI/UX deliverables – wireframes, high-fidelity mockups, and interactive Figma prototypes – for web3 and digital product clients.

FEATURED WEB DEVELOPMENT PROJECTS

AIM Digital (aimdigital.tech) WordPress | Elementor | Custom CSS | SEO

- Built a full-service digital agency website with a custom multi-section layout optimized for lead generation.
- Integrated contact forms and CTA flows to support conversion tracking.

Fitten Sofa (fittensofa.com) WordPress, WooCommerce, Elementor

- Developed a custom WooCommerce storefront for a furniture brand, including product catalog, filtering, and checkout optimization. Configured shipping rules, payment gateways, and tax settings for a fully operational e-commerce experience.

Daniel Kauft (danielkauftdeineimmobilie.de) WordPress | Elementor

- Built a real estate lead generation website for a German market client with multilingual SEO considerations. Designed conversion-optimized landing pages with structured property inquiry forms.
- Ensured GDPR-compliant cookie consent and privacy policy integration.

Architecka (architecka.webflow.io) Webflow | CSS Animations | Responsive Design

- Designed and developed an architecture portfolio website using Webflow with advanced scroll animations.
- Delivered a visually distinctive, fully responsive layout optimized for desktop and mobile viewports. Achieved fast load times through asset optimization.

Other Websites

- https://www.bremax.de/
- https://itn.com.pk/
- https://atania.com/
- www.unitenterprises.site/
- www.d9art.com/
- https://mywedideas.com/

EDUCATION

M.S. in Artificial Intelligence *2025 – 2027 (Expected)*

Bahria University, Karachi

B.S. in Software Engineering *2021 – 2024*

Jinnah University for Women, Karachi