ASIF NAWAZ

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Kohat, KPK, Pakistan

SUMMARY

Creative and detail-oriented Senior Web Designer with over 7 years of experience specializing in converting Figma and PSD designs into pixel-perfect, high-performance WordPress websites. Expert in using modern page builders like Elementor and Divi to create responsive, SEO-optimized, and user-centric web solutions. Combines strong design execution with supportive technical skills in PHP, JavaScript, and MySQL to deliver custom functionality and seamless user experiences for a diverse international clientele.

EDUCATION

B.A General (A.D. in Arts)
- Allama Iqbal Open University, Islamabad | Sept 2020 – Aug 2023

Diploma in Information Technology
- Pakistan Technical & Education Council, Islamabad | 2015 – 2016

SKILLS

- HTML5 & CSS3
- Bootstrap
- WordPress Customization
- Elementor
- WP Bakery
- Divi
- UX Builder
- Custom Post Types
- Figma/PSD to WordPress
- WooCommerce Design
- SEO & Performance Optimization
- Responsive Web Design
- Cross-Browser Compatibility
- Adobe Photoshop
- Website Security (WordPress Focused)
- AI-Powered Tools
- MS Office (Word, Excel & PowerPoint)
- JavaScript (Basic)
- PHP & MySQL (Intermediate)
- Git
- API Integration
- Custom Theme Development
- Custom Plugin Customization

PROFESSIONAL EXPERIENCE

Web Designer & WordPress Customization Expert | Innovative Designers | Kohat, KPK, Pakistan | March 2018 – Present
- Designed and developed modern, responsive WordPress websites aligned with client requirements and UI/UX best practices.
- Customized WordPress themes and layouts using Elementor, WP Bakery, Divi, and UX Builder.
- Converted Figma and PSD designs into fully functional, pixel-perfect WordPress websites.
- Developed and managed Custom Post Types (CPTs) and dynamic content structures.
- Ensured mobile responsiveness, cross-browser compatibility, and performance optimization.
- Collaborated with clients and teams to deliver high-quality, scalable web solutions.

IT Manager | QCT – Hamptons College | Remote (Kohat, KPK, Pakistan) | May 2023 – December 2024
- Designed, developed, and maintained modern, responsive WordPress websites based on client requirements and UI/UX best practices.
- Customized and optimized WordPress themes and page layouts using Elementor, WP Bakery, Divi, and UX Builder.
- Translated Figma and PSD designs into fully functional, pixel-perfect WordPress websites with clean code.
- Created, managed, and optimized Custom Post Types (CPTs) and dynamic content structures for scalability.
- Ensured mobile responsiveness, cross-browser compatibility, website performance, and loading speed optimization.
- Collaborated with clients, designers, and development teams to deliver high-quality, scalable web solutions on time.

CERTIFICATIONS

- Advanced WordPress Design & Development Certification, focusing on custom theme and plugin creation.
- SEO Specialist Certification, covering comprehensive on-page, off-page, and technical SEO strategy.
- Web Performance Optimization Certificate, emphasizing Core Web Vitals and site speed improvements.
- AI Tools Proficiency Certification, skilled in leveraging ChatGPT, DeepSeek, and Claude for workflow automation.

Web Designer / WordPress Specialist | Berel Software | Remote | April 2022 – February 2023

- Designed and developed responsive WordPress websites using modern page builders and best UI/UX practices.
- Customized WordPress themes and plugins to meet specific design, functionality, and user experience requirements.
- Optimized website performance, page speed, layout structure, and overall usability.
- Ensured mobile responsiveness, cross-browser compatibility, and consistent visual design across devices.
- Collaborated remotely with cross-functional teams to deliver projects efficiently and on schedule.

Freelance Web Designer | Fiverr & Upwork | International Clients | July 2019 – Present

- Designed, developed, and maintained responsive WordPress websites using modern page builders and UI/UX best practices.
- Customized and enhanced WordPress themes and plugins to meet specific design, functionality, and user experience requirements.
- Improved website performance, page speed, layout structure, and overall usability through optimization techniques.
- Ensured mobile responsiveness, cross-browser compatibility, and consistent visual presentation across all devices.
- Collaborated remotely with cross-functional teams to deliver projects efficiently, meeting deadlines and quality standards.

PORTFOLIO LINKS

- **Portfolio:** http://asifnawazportfolio.com/
- **Fiverr:** http://www.fiverr.com/asifnawazdooz
- **LinkedIn:** https://www.linkedin.com/in/asif-nawaz-8b4a46150/
- **Upwork:** https://upwork.com/freelancers/asifnawaz15