

ASIF NAWAZ

SENIOR WEB DESIGNER AND WORDPRESS DEVELOPER

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asifnawazportfolio.com | [LinkedIn](#) | [Upwork](#) | [Fiverr](#)



PROFESSIONAL SUMMARY

Senior Web Designer and WordPress Developer with 7+ years of experience building responsive, conversion-focused websites for agencies, businesses, and international clients. Skilled in translating Figma and PSD designs into accurate WordPress builds, developing WooCommerce stores, and improving website speed, security, usability, and maintainability. Experienced in remote project delivery, troubleshooting complex WordPress issues, and supporting websites throughout their lifecycle.

CORE EXPERTISE

WordPress and E-commerce: WordPress, WooCommerce, Elementor Pro, WPBakery, Divi, UX Builder, Custom Post Types, ACF

Design and Front-end: Figma, PSD, and XD to WordPress, HTML5, CSS3, Bootstrap, responsive design, cross-browser testing, Adobe Photoshop

Performance and Security: Core Web Vitals, page speed optimization, website maintenance, malware removal, backups, security hardening, bug fixing

Development and Integrations: PHP and MySQL (intermediate), JavaScript (basic), Git, API integration, theme and plugin customization

PROFESSIONAL EXPERIENCE

Web Designer and WordPress Customization Expert

Innovative Designers | Kohat, KPK, Pakistan | March 2018 - Present

- Manage end-to-end WordPress website delivery, from requirement review and layout planning through development, testing, launch, and support.
- Create responsive websites using Elementor, WPBakery, Divi, and UX Builder, tailored to each client's brand and functional requirements.
- Develop structured, scalable content using Custom Post Types and ACF, and configure WooCommerce experiences for online businesses.
- Customize themes and plugins, implement front-end improvements, integrate third-party services, and troubleshoot technical issues.
- Maintain quality through responsive testing, browser compatibility checks, performance optimization, security reviews, and client revisions.

Freelance Web Designer

Fiverr and Upwork | Remote, International Clients | July 2019 - Present

- Deliver WordPress design, redesign, customization, troubleshooting, and optimization services for clients across multiple industries.
- Translate client briefs and Figma, PSD, or XD files into responsive, easy-to-manage websites with clear content hierarchy.
- Scope project requirements, communicate progress, manage revisions, and provide post-launch support in a remote freelance environment.
- Improve existing websites through layout corrections, mobile optimization, speed enhancements, WooCommerce updates, and bug fixes.

PROFESSIONAL EXPERIENCE CONTINUED

Web Designer and WordPress Specialist

Berel Software | Remote | April 2022 - February 2023

- Designed and developed responsive WordPress websites based on project briefs, brand guidelines, and UI requirements.
- Customized themes, page-builder layouts, and plugins to support required features and user journeys.
- Improved page structure, loading performance, mobile behavior, and cross-browser consistency.
- Worked with remote team members to complete revisions, quality checks, and scheduled project delivery.

IT Manager

QCT - Hamptons College | Remote | May 2023 - December 2024

- Managed and maintained the college's WordPress websites, ensuring reliable content updates, responsive presentation, and day-to-day availability.
- Implemented design and functionality updates using modern WordPress tools while maintaining consistent branding and usability.
- Handled website troubleshooting, performance optimization, technical maintenance, and coordination of web-related requirements.
- Supported remote stakeholders by translating operational needs into practical website improvements and timely updates.

Senior Web Designer and WordPress Developer

AYNAN Growth Labs | Remote, Project-Based | June 2026 - Present

- Build and customize WordPress and WooCommerce websites for agency-led projects across different business sectors.
- Convert Figma and other design concepts into responsive Elementor websites with accurate layouts and consistent user experiences.
- Improve website speed, Core Web Vitals, mobile responsiveness, cross-browser compatibility, and on-page technical quality.
- Diagnose and resolve WordPress, theme, plugin, checkout, layout, and integration issues while minimizing disruption to live websites.
- Provide ongoing maintenance, security hardening, backups, malware removal, recovery support, and technical updates.
- Collaborate remotely with agency stakeholders, designers, and clients to implement feedback and deliver projects to agreed requirements.

EDUCATION

Associate Degree in Arts (B.A. General) | Allama Iqbal Open University, Islamabad | September 2020 - August 2023

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

LANGUAGES

Urdu: Native | **English:** Working proficiency

SELECTED PORTFOLIO

Portfolio: asifnawazportfolio.com

Professional profiles: [LinkedIn](#) | [Upwork](#) | [Fiverr](#)