



# SYED HASEEB AMJAD

Web Designer & Developer | Webflow | WordPress | SEO

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## PROFESSIONAL SUMMARY

Web Designer & Developer with 5+ years of experience building responsive WordPress websites for international clients, including WooCommerce and SEO-focused work. Top-rated Upwork freelancer with 100% Job Success Score across 150+ projects, and experience converting Figma and PSD designs into pixel-perfect responsive websites.

## CORE SKILLS

<b>Web Design &amp; CMS</b>	WordPress, Elementor, WooCommerce, Responsive Web Design, UI/UX Design
<b>Frontend</b>	HTML5, CSS3, Figma to WordPress, PSD to WordPress, JavaScript
<b>SEO &amp; Analytics</b>	On-Page SEO, Technical SEO, Schema Markup, Google Search Console, GA4, SEMrush, Ahrefs
<b>Automation</b>	Make.com, n8n, API Integration, AI Workflow Automation
<b>Design Tools</b>	Figma, Adobe XD, Canva, Photoshop
<b>Performance</b>	Website Speed Optimization, Cross-Browser Compatibility, Core Web Vitals

## CERTIFICATIONS

- Make.com Advanced Automation Certificate — Make Academy
- WordPress Design Certification — Softiva Creatives Software House, Lahore

## WORK EXPERIENCE

### Lead Web Designer (Remote) | Sleekr Digital — United States

Feb 2024 – May 2026

- Led design and delivery of 100+ client websites using Webflow and WordPress, with an average 25% conversion-rate improvement reported across client projects.
- Designed and built responsive Webflow and WordPress websites from Figma and PSD files, emphasizing pixel-perfect implementation and cross-device usability.
- Created and published 100+ tutorial videos covering WordPress plugins, including WooCommerce and major third-party plugins.
- Managed website updates, CMS content publishing, and cross-browser compatibility improvements for client websites.
- Implemented AI automation workflows using Make.com and n8n, reducing manual operations by 40%.
- Optimized websites through meta tags, schema markup, site speed, and technical SEO audits to support search visibility and site performance.

### WooCommerce Website Designer (Remote) | Softflic Pvt Ltd

Feb 2023 – Jan 2024

- Designed and customized 100+ WooCommerce stores with tailored themes and plugins, demonstrating repeatable e-commerce implementation experience.
- Maintained WooCommerce websites, handled website updates, and customized themes/plugins based on client requirements.
- Converted Figma and PSD mockups into fully functional WordPress websites.
- Applied accessibility and usability best practices during website development.

**WordPress Designer (Onsite) | Softiva Creatives Pvt Ltd***Apr 2021 – Mar 2022*

- Designed WordPress websites aligned with client branding guidelines, focusing on visual consistency and client requirements.
- Improved UI/UX across multiple projects and contributed to measurable increases in user engagement.
- Customized themes and plugins to meet specific business and functional requirements.

**Freelance WordPress Developer (Remote) | Upwork***Dec 2019 – Present*

- Delivered 150+ freelance WordPress projects with consistent 5-star ratings and Top-Rated status on Upwork.
- Maintained a 100% Job Success Score across web design and development projects, reinforcing reliability and client satisfaction.
- Managed ongoing website maintenance, responsive updates, and performance optimization for international clients.
- Built responsive WordPress websites for international clients using advanced theme customization.

**SELECTED PROJECTS**

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Portfolio: [haseebamjad.online](https://haseebamjad.online)

**EDUCATION**

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**MS Computer Science | UET Taxila**

*Oct 2021 – Aug 2024*

**BS Computer Science | COMSATS University Islamabad**

*July 2017 – Aug 2021***ADDITIONAL INFORMATION**

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**Languages:** English, Urdu

**Work Style:** Remote | Available Immediately