

SYED HASEEB AMJAD

Webflow & WordPress Web Designer | Elementor & WooCommerce Developer | SEO & AI Visibility

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PROFESSIONAL SUMMARY

Web designer with 5+ years of experience building on Webflow and WordPress (Elementor, WooCommerce), with 150+ projects delivered and a 100% Job Success Score on Upwork. I start every project in Figma, get sign-off on the mockup, then hand-build it in Webflow or the page builder — keeping spacing, type hierarchy, and component styling consistent throughout. Alongside design and build, I handle on-page SEO (Webflow native SEO fields, schema markup, Core Web Vitals) and AI visibility work, structuring content so it reads cleanly for both search engines and AI answer engines. I also build lightweight AI automation workflows with Make.com and n8n to support the sites I design. Looking for an ongoing Webflow contractor role, part-time or full-time, where SEO and AI-visibility work is part of the brief.

CORE SKILLS

Web Platforms & Design

- WordPress, Elementor, WooCommerce, Divi, Thrive Architect, Theme Customization
- Webflow: CMS Collections, Webflow Ecommerce, IX2 Interactions, custom code embeds, Client-First naming/class structure
- Webflow ecosystem tools: Finsweet Attributes (CMS filter/sort/tabs), Relume (component libraries & wireframing), Memberstack (membership/auth), Jetboost (dynamic filtering & search), Lottie and GSAP for animation
- Figma Prototyping and Mockups, Wireframing, Responsive Design, Visual Hierarchy, Typography, Design Systems and Brand Style Guides
- Frontend: HTML5, CSS3, JavaScript, Figma-to-Webflow and Figma-to-WordPress Implementation

SEO & AI Visibility

- Webflow native SEO settings (page-level and CMS-item meta titles/descriptions), WordPress: Yoast SEO
- H1/H2/H3 heading structure, image alt text, clean permalinks/slugs, XML sitemaps, canonical tags, 301 redirects
- Schema/structured data markup (Organization, FAQ, Article, LocalBusiness) via custom code embeds
- Core Web Vitals, page speed optimization, caching, lazy loading, cross-browser and mobile QA
- AI visibility (GEO): structuring content in clear, citable blocks with FAQ schema and consistent entity/NAP data so pages surface well in AI answer engines (ChatGPT, Perplexity, Google AI Overviews), and keeping pages fast and crawlable for AI bots

AI-Assisted Workflow & Automation

- ChatGPT, Claude, and Midjourney for design ideation and rapid prototyping — final builds are still hand-built
- Make.com and n8n for workflow automation: order fulfillment, procurement, and RAG chatbot pipelines

WORK EXPERIENCE

Lead Web Designer (Remote)

Feb 2024 – May 2026

Sleekr Digital, United States

- Designed and launched 100+ Webflow and WooCommerce stores and landing pages, working from Figma mockups through to hand-built Webflow and WordPress/Elementor pages.
- Built a reusable design system for button styles, spacing, and color, which cut design-to-launch time by 20% and kept 100+ client projects looking consistent across both Webflow and WordPress builds.
- Caught and fixed 15+ layout inconsistencies per project by reviewing pages against brand guidelines before launch — things like uneven spacing or mismatched type.
- Structured pages around proper H1/H2/H3 hierarchy, alt text, meta titles, schema markup, and clean permalinks/slugs, helping 50+ client sites improve organic and AI-search visibility.
- Worked directly with developers on 100+ projects for pixel-accurate builds across desktop, tablet, and mobile. Post-launch revisions dropped by 25%.
- Implemented AI automation workflows with Make.com and n8n, reducing manual client-side tasks by 40%, and took on ongoing maintenance work alongside larger launches.

WooCommerce & Webflow Website Designer (Remote)

Feb 2023 – Jan 2024

Softflic Pvt Ltd

- Improved Core Web Vitals scores by 20% across 100+ WooCommerce and Webflow stores through schema markup, metadata cleanup, and internal linking.
- Ran weekly audits across a multi-client WordPress and Webflow portfolio, catching layout drift, broken styling, and pages that had fallen out of step with current branding.
- Brought average page load time down by 35% with image optimization, caching, and lazy loading.
- Tested and adjusted 100+ builds for cross-browser and mobile compatibility, keeping everything consistent across devices.

WordPress Designer (Onsite)

Apr 2021 – Mar 2022

Softiva Creatives Pvt Ltd

- Designed landing and product pages to match strict brand guidelines, paying close attention to spacing, typography, and hierarchy.
- Redesigned e-commerce user journeys for mobile-first responsiveness, raising mobile conversion by 15%.
- Customized themes and plugins across 50+ pages to keep everything aligned with the client's visual style guide.

Freelance Web Developer (Remote)

Dec 2019 – Jan 2024

Upwork — Webflow & WordPress

- Delivered 150+ projects for international clients with a 100% Job Success Score and Top Rated status, mostly on ongoing part-time engagements.
- Took Figma mockups through client approval and then hand-built 75+ landing pages and lead-gen sites in Webflow and Elementor.
- Troubleshoot plugin/integration conflicts, layout bugs, and performance issues on an ongoing basis (20+ per quarter) with minimal client oversight needed.
- Managed staging-to-live deployments and theme/CMS updates across 50+ migrations without downtime.

SELECTED PROJECTS — WEBFLOW

ELO — AI Sales Intelligence Platform — tryelo.com

Built the marketing site for an AI-powered sales intelligence SaaS product. Structured the page around clear conversion sections (features, comparison, pricing) using Webflow CMS and custom interactions, with on-page SEO (meta titles/descriptions, semantic headings, alt text) set up for organic and AI-search discoverability.

CMS / Platform: Webflow

Cash Me Outside Coin — Crypto/Token Landing Page — cashmeoutsidecoin.webflow.io

Built a fast-loading crypto/token landing page with tokenomics, roadmap, and community sections, optimized for mobile and page speed.

CMS / Platform: Webflow

Pay View — Product/App Landing Page — pay-view-cabe17.webflow.io

Designed and developed a product landing page with a feature walkthrough and pricing layout, built from Figma to a pixel-accurate Webflow build.

CMS / Platform: Webflow

Ad Stars Marketing Agency — Agency Website — adstars-marketingagency.webflow.io

Built a marketing-agency website with service pages, case-study sections, and a lead-gen contact flow, using Webflow CMS for scalable content sections.

CMS / Platform: Webflow

SELECTED PROJECTS — WORDPRESS / WOOCOMMERCE

Giant Nerd — giantnerd.online

Designed and built the WordPress site end-to-end from a Figma mockup, including on-page SEO structure (headings, meta titles, alt text) and performance optimization.

CMS / Platform: WordPress / Elementor

Ace Cloud Star — acecloudstar.com

Built a WordPress business site with a clean type hierarchy and consistent component styling, following the same design-system approach used across client work.

CMS / Platform: WordPress / Elementor

Letherix — letherix.com

Designed and developed a WooCommerce storefront, including product page layout, cross-browser and mobile QA, and Core Web Vitals tuning.

CMS / Platform: WordPress / WooCommerce

BAC Brokers — bacbrokers.com.au

Built a brand-aligned WordPress site for a brokerage client, with on-page SEO (schema markup, meta titles/descriptions, clean permalinks) to support organic visibility.

CMS / Platform: WordPress / Elementor

Chiantinelle Guesthouse — chiantinelle-guesthouse.it

Designed and built a hospitality/guesthouse website with a booking-focused layout, image optimization, and mobile-first responsive design.

CMS / Platform: WordPress / Elementor

SELECTED PROJECTS — AI AUTOMATION

RAG AI Chatbot with Automated Document Processing & Vector Database (n8n)

Built an AI-powered RAG chatbot that automatically processes business documents, monitors updates, and delivers accurate, context-aware responses through an n8n-powered workflow and vector database — reducing customer service inquiries by 90% with 95% response accuracy.

End-to-End Procurement & Supply Chain Automation with Price Monitoring (Make.com)

Built a comprehensive procurement automation system using Make.com that streamlines material requests, approvals, price/stock verification, automated logging, and price-drop monitoring — integrating Google Forms, web scraping, email approvals, Google Sheets, and Slack alerts.

Automated WooCommerce Order Fulfillment & Inventory Management System (n8n)

Built a WooCommerce order-automation workflow integrating Google Sheets, Slack, Gmail, and webhooks to automate inventory checks, order routing, priority processing, notifications, and reporting.

EDUCATION

MS Computer Science — UET Taxila

Oct 2021 – Aug 2024

BS Computer Science — COMSATS University Islamabad

Jul 2017 – Aug 2021

CERTIFICATIONS

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

ADDITIONAL INFORMATION

- Languages: English, Urdu
- Work Style: Remote, available immediately, open to ongoing full-time and part-time Webflow contract work