

Abdullah Masood

Front End Web Developer

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Profile

A passionate and results-oriented Front-End Developer with 3+ years of experience in building user-centric and visually appealing web applications. Skilled in HTML, CSS, JavaScript, and modern React Frameworks, with a strong focus on creating responsive and performance websites that deliver exceptional user experiences. Adept at collaborating with designers, back-end developers, and product managers to bring digital products to life.

Areas of Expertise

NextJS - ReactJS - MongoDB - ExpressJS - NodeJS - .NET Framework - Heroku - Git - Shopify - Content Marketing - WordPress - Content Strategy - Search Engine Ranking - Data Analysis - Visualizing with Advanced Charts - Social Media Managing - Facebook And Instagram Ads - Email Marketing - - Product Management

Professional Experience

Front End Development, HTML , CSS , BOOTSTRAP (ICML) Peshawar , PK 06/2022 - 1/2022

- Clean and Professional Design: Leveraging Bootstrap's grid system and pre-built components, the website offers a user-friendly and visually appealing experience that reflects ICML's professionalism.
- Responsive Layout: The website seamlessly adapts to different screen sizes, ensuring optimal viewing on desktops, tablets, and mobile devices.
- Clear Value Proposition: The website effectively communicates ICML's services and their value proposition to potential clients.
- Compelling Content: High-quality content informs visitors about ICML's expertise, experience, and past successes.
- Client Testimonials: Testimonials from satisfied clients build trust and credibility for ICML's services.
- Contact Information: Easy access to contact details and inquiry forms allows potential clients to connect with ICML.

Front End Developer, UI/UX , NextJS (Zar Plus Seeds) Peshawar, PK 02/2023 - 03/2023

- Clean and modern design: The website utilizes React components to create a visually appealing and user-friendly interface.
- Responsive layout: The website adapts seamlessly to different screen sizes, ensuring optimal viewing experience on desktops, tablets, and mobile devices.
- React.js: Proficient in using React components, state management, and routing to build dynamic and interactive web pages.
- HTML And CSS: Strong foundation in HTML for structuring content and CSS for styling the website with a focus on responsiveness.
- JavaScript: Understanding of JavaScript concepts for enhanced interactivity and user experience.

Front End Web Developer, NextJS , Product Management (MDS Agrotech) Peshawar, PK 04/2023 - 06/2023

- User-friendly Interface: React components create a clean and intuitive interface for easy navigation and information access.
- Responsive Design: The website adapts seamlessly to various screen sizes, ensuring optimal viewing on desktops, tablets, and mobile devices, crucial for farmers who might access information on the go.
- Product Showcase: A dedicated section highlights MDS Agrotech's agricultural products with detailed descriptions, specifications, and high-quality visuals.
- Services Explained: A clear explanation of the services offered by MDS Agrotech, such as consultation, supply chain management, or farming techniques, educates potential clients and builds trust.
- Educational Content: The website can optionally include informative blog posts, articles, or downloadable resources relevant to agriculture, establishing MDS Agrotech as a thought leader in the industry. (Modify this point based on the actual website's functionalities)

WordPress Development ,WooCommerce (*Yaseen Nutrition*)

Peshawar, PK 08/2023 - Present

- **E-commerce Functionality:** Integrated a robust e-commerce plugin (e.g. WooCommerce) to enable secure online transactions, product listings, shopping cart management, and order processing.
- **Product Catalog:** Created a visually appealing and user-friendly product catalog showcasing Yaseen Nutrition's offerings with detailed descriptions, high-quality images, and variations (e.g., size, flavor).
- **Payment Gateway Integration:** Implemented a secure payment gateway (COD, EasyPaisa , Jazzcash) using Paymob to allow customers to conveniently pay for their purchases using various payment methods.
- **Content Management System:** Leveraged WordPress's user-friendly interface to empower Yaseen Nutrition to easily add, edit, and manage website content (e.g., product descriptions, Product Pages, About us page).
- **Responsive Design:** Ensured the website adapts seamlessly to different screen sizes, providing an optimal shopping experience on desktops, tablets, and mobile devices.

Shopify Development, Content Creator, Social Media Management (*Aromatic Expressions*) **Peshawar, PK** 02/2024

- **Product Catalog Management:** Efficiently added, edited, and managed Aromatic Expressions' product inventory within the user-friendly Shopify interface.
- **Customization and Branding:** Designed a visually appealing and consistent brand experience that reflects Aromatic Expressions' unique style using Shopify's themes and customization options.
- **Payment Gateway Integration:** Integrated a secure payment gateway (e.g. COD, EasyPaisa , JazzCash) using Paymob to enable customers to make safe and convenient online purchases.
- **Shipping and Fulfillment:** Configured shipping options and fulfillment methods to ensure Aromatic Expressions' products reach customers seamlessly.
- **Shopping Cart and Checkout:** Implemented a user-friendly shopping cart and a streamlined checkout process to provide a smooth buying experience.
- **Inventory Management:** Established a system for managing product stock levels within Shopify to avoid stockouts and maintain order fulfillment accuracy.

ASP.NET MVC Framework (*CraftBrothers*)

Peshawar , PK 06/2023 - 08/2024

- **Developed a full-fledged e-commerce website** for Craftbrothers Dental, a leading supplier of dental equipment and supplies, using ASP.NET MVC. This project facilitated online sales, improved product visibility, and streamlined the ordering process for their customers.
- **ASP.NET MVC:** Proficient in using ASP.NET MVC concepts like controllers, views, models, and routing to build a dynamic and scalable e-commerce application.
- **C#:** Strong understanding of C# programming language for server-side development and data manipulation.
- **SQL Server (or similar):** Experience working with relational databases (e.g., SQL Server) to store and manage product data, customer information, and orders.
- **HTML, CSS, and JavaScript:** Skills in utilizing these technologies for building the user interface and implementing interactive features.

ASP.NET MVC Framework (*Qatar Rental Car Project*)

Peshawar ,PK 05/2024 - 06/2024

- **Developed a dynamic and user-friendly rental car website** for a Qatar-based company using ASP.NET MVC. This web application allows users to browse available vehicles, filter by features, compare options, and conveniently book rentals online.
- **Vehicle Search:** Implemented a robust search functionality using ASP.NET MVC controllers and views. Users can filter cars by category (e.g., sedan, SUV), features (e.g., sunroof, GPS), and price range.
- **Car Details:** Created detailed car listings with informative descriptions, high-quality images, and clear pricing information.
- **User Management:** Developed a user registration and login system using ASP.NET Identity or a similar membership framework. This allows users to manage past rentals and account information.
- **Responsive Design:** Ensured the website adapts seamlessly to desktops, tablets, and mobile devices for optimal user experience on all screen sizes.

Education

Pre-Engineering *Islamia College Peshawar*

Peshawar, PK 2016-2018

Relevant Courses: Physics, Chemistry , Mathematics.

Relevant Courses: Web Development, Calculus, Enterprise Solutions, Data Visualization, Business Intelligence, Digital Marketing .

Skills

- **Web Development** : HTML , CSS , Bootstrap, Javascript, ReactJs, NextJs, MongoDB, ExpressJs, NodeJS, C# .Net Framework , Heroku , Vercel, PHP ,Figma , Git Version Control ,Java
- **Digital Marketing:** Project Management, Social Media Optimization, Search Engine Optimization, Content Writing, Campaign Analysis & Reporting, Social Media Post Management , Content Creator.
- **Software:** Adobe PhotoShop, Adobe Premier Pro, Canva
- **SEO:** Google Search Console, Analytics, Looker Studio, Trends, Screaming Frog, SEMrush, Ahrefs, WordPress,Shopify
- **Data Visualization:** Microsoft Power BI, Excel
- **Soft Skills:** Presentation, Planning, Organized, Creative Problem-Solving, Teamwork, Active Listening, Adaptability, Analytical Thinking

Languages

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| • English [Native] | • Spanish [Native] |
| • French [Basic] - Learning | • German [Basic] - A1 |