



AAMIR NASEEM

UX DESIGNER | WORDPRESS DEVELOPER

CONTACT

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Portfolio:

www.aamirnaseem.com

LANGUAGES

English (Fluent)

Urdu (Native)

Punjabi (Native)

SUMMARY

UX/UI Designer & WordPress Developer with 3+ years of experience delivering 20+ responsive, accessible websites. Skilled at creating design and development to create user-friendly digital products that improve conversion rates, speed, and usability. Master in translating user research into useable interfaces and collaborating with cross-functional teams to deliver measurable results.

UX DESIGN SKILLS

- User Research & Personas
- Wireframing & Prototyping
- Usability Testing
- UI Designing
- Accessibility

WEB DEVELOPMENT SKILLS

- WordPress Development
- Full Stack Development
- Framer Development
- Responsive Design, SEO Optimization, Cross-Browser Testing, Performance Tuning

TOOLS

- Figma
- Adobe Xd
- WordPress
- Adobe Creative Suite (Photoshop, Illustrator)
- Coding Languages (HTML, CSS, JS, Bootstrap, TailwindCSS, React, PHP)

PROFESSIONAL EXPERIENCE

Freelance UX Designer & Web Developer

June 2023 – Present

- Designed and launched 10+ client websites, improving average site load speed by 40%.
- Increased client lead generation by 25% through optimized UX flows and CTAs.
- Implemented accessibility best practices, ensuring compliance with WCAG 2.1 standards.

Growthstrom Tech PK | UX Designer & Web Developer Intern

January 2023 – June 2023

- Collaborated on 10+ WordPress projects, reducing bounce rates by 15% through usability improvements.
- Optimized website performance, achieving <3s load times across all projects.
- Conducted usability testing and integrated feedback into design iterations.

EDUCATION

MBA (Banking & Finance) | Hazara University Pakistan

2011 - 2014

CGPA: 2.6/4.0

CERTIFICATIONS

UX Design Professional Certificate (7 Courses) | Google Inc.

July, 2024 - December, 2024

UX/UI Design Specialization Certificate (4 Courses) | CalArts California

June, 2024 – July, 2024

WordPress Professional Certificate | Virtual University Islamabad

February 2020 – May 2020

Graphic Designing | Virtual University Islamabad

February 2020 – May 2020

Diploma in IT | Technical Borad Peshawar

February 2020 – February 2021