AAMIR NASEEM

UX DESIGNER & WEB DEVELOPER (WORDPRESS & CODING)

CONTACT

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Portfolio:

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GitHub:

https://www.github.com/aamir-naseem88

Address:

Mansehra, Pakistan.

LANGUAGES

English (Fluent)

Urdu (Native)

SUMMARY

Creative and user-focused UX/UI Designer & Web Developer (WordPress & Coding) with 3+ years of experience designing responsive, accessible websites and digital products. Proven ability to translate user research into user-friendly interfaces, optimize performance, and deliver measurable results. Passionate about inclusive design and emerging technologies like Generative AI.

CORE SKILLS

UX/UI Design:
- User Research & Personas
- Wireframing & Prototyping
- Usability Testing, Accessibility & UI Design

Development:
- WordPress & Elementor
- HTML, CSS, JavaScript, jQuery, Bootstrap, PHP, MySQL

Tools:
- Figma & Adobe XD
- Adobe Photoshop & Illustrator
- Framer

PROFESSIONAL EXPERIENCE

Freelance UX/UI Designer & WordPress Developer | Remote
June 2023 – Present

- Designed and developed 10+ client websites, improving load time by up to 40%.
- Increased client lead conversion by 25% through user-centric design and optimized CTAs.
- Conducted usability tests and implemented accessibility best practices (WCAG 2.1).

UX/UI Designer & WordPress Intern | Growthstrom Tech PK
Jan 2023 – June 2023

- Collaborated on 10+ WordPress projects, reducing bounce rate by 15%.
- Designed responsive UI layouts and improved UX for key pages.
- Conducted user testing sessions and delivered iterative design improvements.

EDUCATION & CERTIFICATION

- **MBA (Banking & Finance)** – Hazara University, 2014
- **Diploma in IT** – Technical Board Peshawar, 2021
- **WordPress & Graphic Design** – Virtual University, 2020
- **UX Design Professional Certificate** – Google, 2024
- **UI/UX Specialization** – CalArts, 2024
- **Generative AI for UX/UI** – IBM, 2025

PROJECT HIGHLIGHTS

- **MaTasks To-do List Mobile App (UX Case Study):** Designed a task management app focusing on usability and visual clarity.
- **Neelam Flowers Online Flower Shop (UX Case Study):** End-to-end UX design and responsive web interface for local business.
- **PindiPlatters Online Food Platform (UX Case Study):** Website design improving browsing experience for busy youth.
- **WordPress Website Projects:** NGO, Blog, Portfolio, Hospital, SAAS & Travel websites developed in WordPress.
- **Coding Websites:** Responsive & modern Academy Management System full-stack web application, Fitness & Hospital Websites developed by coding showcased in portfolio.