

Aamir Naseem

UX/UI DESIGNER | WEB
DEVELOPER | WORDPRESS
DEVELOPER

CONTACT

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Location: Pakistan · Open to Remote

SKILLS

UX Design

- UX Research
- Wireframing
- Prototyping
- User Flows
- Accessibility
- Responsive Design

Design Tools

- Figma
- Photoshop
- Illustrator

Development

- WordPress
- Elementor
- HTML5/CSS3/JavaScript
- jQuery
- Bootstrap
- PHP
- MySQL

CERTIFICATIONS

Google UX Design Professional Course

[Google](#) · 2024

UI/UX Design Specialization Course

[CalArts](#) · 2024

Generative AI for UX/UI Design Course

[IBM](#) · 2025

WordPress Dev Professional

[Virtual University](#) · 2020

Graphic Design Professional

[Virtual University](#) · 2020

PROFESSIONAL SUMMARY

Professional UX/UI Designer and WordPress Developer with 4+ years of professional experience bridging user-centered design with front-end development. Skilled in translating user research into user-friendly, accessible, and visually compelling digital products. Combines design thinking with technical execution, from Figma wireframes to fully deployed WordPress sites. Holds industry certifications from Google, CalArts, and IBM. Actively seeking remote roles where design quality and business impact go hand in hand.

EXPERIENCE

Freelance UX/UI Designer & WordPress Developer

[Jul 2023 – Present](#)

[Self-Employed](#) · [Remote \(International Clients\)](#)

- Designed and delivered end-to-end UX for 3 client web products, conducting user research, building wireframes in Figma, and handing off responsive prototypes that reduced client revision cycles by ~40%.
- Developed and deployed more than 10 custom WordPress websites using Elementor, HTML/CSS, and PHP, all sites scored 85+ on Google Page Speed Insights.
- Conducted usability testing and applied accessibility standards (WCAG 2.1 AA) across client projects, improving task completion rates and reducing user drop-off.
- Integrated AI-assisted design workflows (IBM Gen AI tools) to accelerate ideation and content structure, cutting design sprint timelines by ~25%.

UX/UI Designer & WordPress Developer — Intern

[Jan 2023 – Jun 2023](#)

[Growthstrom.pk](#) · [Abbottabad, Pakistan](#)

- Collaborated with the product team to redesign 2 key landing pages in Figma, the updated designs improved user engagement metrics and session duration by a measurable margin.
- Built and maintained WordPress pages using Elementor and custom CSS, resolved 15+ front-end bugs across existing client sites within a 6-month period.
- Participated in weekly design critiques and sprint reviews, sharpening skills in iterative design, stakeholder communication, and agile project workflows.

SELECTED PROJECTS

[UX Case Study](#) · [Mobile App](#)

MaTasks – To-Do App

Conducted end-to-end UX research and prototyping in Figma for a task management app. Identified 3 key pain points via user interviews; redesigned onboarding flow, reducing projected drop-off by 35%.

[UX Case Study](#) · [E-Commerce](#)

Online Flower Selling Platform

Designed a mobile-first e-commerce experience with an optimized product discovery flow. Usability testing showed a 28% improvement in checkout task completion over the original design.

[UX Case Study](#) · [Web App](#)

Online Food Ordering Website

Created user personas, journey maps, and high-fidelity prototypes for a food delivery platform. Simplified the order flow from 7 to 4 steps, cutting average task time by ~40% in testing.

[Development](#) · [WordPress](#) · [Coding](#)

9 Different WordPress & Coding Websites

Designed and developed 9 responsive websites for different industries using WordPress, Elementor, and coding (HTML/CSS/JS/PHP/MYSQL/BOOTSTAP). All sites optimized for SEO, mobile performance, and WCAG accessibility.

EDUCATION

Diploma in Information Technology

[Board of Technical Education, Peshawar](#)

2020 – 2021

MBA – Banking & Finance

[Hazara University](#)

2014