

Kashaf Mehmood

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Summary

Motivated and detail-oriented Web Developer with practical experience in both front-end and back-end development, specializing in WordPress, JavaScript, React, and SEO optimization. Skilled in building responsive, user-centric websites and enhancing UI/UX for optimal engagement. Known for delivering scalable, efficient solutions and collaborating effectively within cross-functional teams. Eager to contribute technical expertise and creative problem-solving in an entry-level developer role.

Technical Skills

- **Programming Languages:** HTML, CSS, JavaScript, Java, Dart, SQL
- **Frameworks/Libraries:** React, Bootstrap, Flutter, Tailwind CSS
- **Back-End Technologies:** Node.js, Express.js, PHP
- **Databases:** MySQL, MongoDB, PostgreSQL
- **Tools:** Git/GitHub, Postman, Visual Studio Code
- **Others:** REST APIs, Responsive Design, SEO, Elementor, WordPress

Education

Bachelor of Science in Computer Science

Institute of Business Administration, Karachi, Pakistan

Professional Experience

Web Development Associate

Astera Software | Karachi, Pakistan

January 2024 – December 2024

- Promoted from Part-Time Intern to Full-Time Employee within 6 months due to exceptional contributions.
- Developed 80+ sections and 50+ pages using Elementor across three Wordpress based company websites, enhancing user experience and functionality.
- Performed HTML, CSS and Javascript related bug fixes and website maintenance along with website content edits.
- Designed custom carousels using [Slick Slider](#) to boost user engagement and increase interactivity.
- Developed responsive and visually consistent email templates using HTML and CSS based on provided design mockups, ensuring cross-client compatibility and optimized performance.
- Conducted in-depth website audits to improve UI/UX and implement Technical SEO best practices.
- Refactored codebases for enhanced readability and maintainability, streamlining workflows as QA for front-end tasks.

Web Development Intern

Techvento | Karachi, Pakistan

May 2022 – September 2022

- Developed a [fully responsive landing page](#) by converting a Figma design into pixel-perfect code using HTML, CSS, and Bootstrap, ensuring seamless performance across all devices.
- Designed, built, and customized WordPress websites, managing theme installation, plugin integration, and troubleshooting to enhance functionality and user experience.
- Optimized website content for SEO, improving search rankings by implementing best practices, including metadata optimization, alt text for images, and structured content formatting.
- Enhanced website performance and user engagement by optimizing images, implementing lazy loading, and reducing load times for a smoother browsing experience.

Key Projects

Marketing Agency Website (HTML, Tailwind CSS, JavaScript) - [\[Live Link\]](#) - Developed a fully responsive, visually engaging website for a marketing agency using HTML, Tailwind CSS, and JavaScript. Integrated AOS (Animate on Scroll) library for smooth, interactive animations and enhanced user experience. Implemented functional forms for lead capture and user interaction.

Blogging Website (React Frontend) - [\[Github Link\]](#) - Developed a modern, responsive blogging platform UI using React, focusing on smooth navigation, dynamic content rendering, and an intuitive user experience. Built reusable components for blog posts, author profiles, and comment sections to ensure maintainability and scalability. Implemented React Router for seamless page transitions and structured navigation, enhancing user engagement and accessibility.