



Laiba



europass

Nationality: Pakistani

Gender: Female

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ABOUT ME

A detail-oriented and adaptable IT graduate with a strong foundation in frontend web development, AI, and game design. Proficient in HTML, CSS, JavaScript, WordPress, Unity, Figma, and Adobe Photoshop. Demonstrated success in client-based projects, data analysis, and UX/UI design. Looking to contribute creative and technical skills to drive digital innovation.

WORK EXPERIENCE

2024 – Present

E-Commerce Web Developer (Freelance/Intern) - Freelance Projects | Faisalabad |

Responsibilities

- **Website Design:** Built e-commerce sites using WordPress, Elementor, and WooCommerce for startups.
- **Theme Customization:** Tailored themes/plugins to client branding and UX goals.
- **Performance Optimization:** Reduced load times by 25% via caching, image optimization, and clean code.
- **Client Satisfaction:** Translated client requirements into user-friendly sites, achieving 95% approval rate.
- **Training:** Conducted post-launch sessions to train clients on site updates and WooCommerce management.

PROJECTS

E-Commerce Shopping Store (Frontend Developer)

2024 – 2025

Responsibilities

- Created a fully responsive website using HTML, CSS, and JavaScript.
- Applied modern UI/UX best practices for engaging shopping experience.

2D Platformer Game (Unity Developer)

2024

Responsibilities

- Built a Unity-based game with C#, focusing on character mechanics and level design.
- Collaborated on debugging and performance optimization.

AI & Data Analytics Dashboard (Team Project)N

2024

Responsibilities

- Utilized Azure Machine Learning Studio for automated data pipelines.
- Integrated Azure Blob Storage and Power BI to improve data analysis and visualization.
- Enhanced cross-functional communication for stakeholder insights.

CERTIFICATIONS & SAFETY TRAINING

Frontend Web Development Bootcamp	2023
WordPress for Beginners – Udemy	2024
Web Design Fundamentals – Coursera, University of Michigan	2024
Introduction to AI – Coursera (Stanford Online)	2024
AI & Machine Learning – Tevta GSTC	2024
Advanced Microsoft Word – LinkedIn Learning	2023
Designing & Deploying Computer Networks – Internet Society	2023

EDUCATION

Government College University Faisalabad	2020-2024
BS in Information Technology	
Ideal Group of College, Sheikhpura	2018-2020
Intermediate (Pre-Medical)	
Punjab Public High School, Sheikhpura	2016-2018
Matriculation (Science)	

KEY SKILLS

HTML, CSS, JavaScript (basic)	Stock Control
Python (basic), Unity, Figma	Strong Communication & Team Collab
Adobe Photoshop	Administrative Support & Documentation
Team Coordination	Problem-Solving, Fast Learning
Time Management	MS Office, Excel (for reporting, tracking)

LANGUAGE

Mother tongue(s): Urdu Other language(s):

UNDERSTANDING	LISTENING	READING	SPEAKING	WRITING
ENGLISH	b2	b2	b2	b2

REFERENCES

WILL BE PROVIDED ON DEMAND