Moiz Abdul Rauf

Guldasht town Lahore near rangers head quarter Lahore CanttLahore, Pakistan

+92-303-3533388 | moizakhtar1@outlook.com | https://www.linkedin.com/in/moiz-akthar/
https://moiz-portfolio.design.webflow.com/

Senior Web Developer / Webmaster / SEO Expert at Matchbox Advertising

Senior Web Developer with extensive experience in crafting custom, responsive WordPress and Shopify websites that enhance business visibility and online presence. Proven track record in implementing mobile-first strategies, increasing mobile traffic by 20%, and collaborating with cross-functional teams to meet client expectations. Passionate about leveraging technical expertise to deliver exceptional digital experiences and contribute to team success.

Strengths & Skills

- Shopify, WordPress, CSS, HTML, Elementor, Front End, Web Design, Adobe Photoshop, team builder, WooCommerce, Collaboration, MS Office, Performance Management, Graphic Design, Communication Skills, Time Management

Experience 5 years

Matchbox Advertising   **Jul 2023 - Present**
Senior Web Developer / Webmaster / SEO Expert   *Lahore, Pakistan*
Designs and develops scalable, reusable, secure and innovative solutions for Website. Contributes to the evolution of Kaprang's Fashion online standards. Understands and applies Kaprang Mission, Vision, Values and Quality statements and enthusiastically exhibits a desire to see Kaprang succeed Several years of client-side focused, web application development experience I am proficient in command-line utilities, build tools, version control, and branching strategies. My commitment to quality and continuous improvement is unwavering, and I have a thorough understanding of browser-based technology and specifications. Excellent communication with all levels, from team members to senior management. Here my commitment to quality, and a desire to improve and an excellent understanding of browser-based technology and specifications.

- Crafted visually appealing, user-friendly, and responsive websites for over 5 years, enhancing user engagement and satisfaction
- Created custom, responsive, and professional WordPress and Shopify websites that boosted business visibility and online presence
- Applied new industry insights to improve website functionality and user experience, resulting in increased user engagement
- Enhanced team performance through effective collaboration and technical expertise, leading to improved digital experiences and project success
- Collaborated with cross-functional teams to meet client expectations and deadlines, ensuring project delivery and client satisfaction
- Balanced creativity with technical precision to deliver solutions that improved website functionality and user satisfaction, resulting in positive client feedback

TS Orbit   **Oct 2020 - Mar 2023**
Senior Front End Developer / Web Designer   *Lahore, Pakistan*
- Advanced knowledge of Agile best practices, including project workflow, site deployment and release practices/scheduling, triage & defect remediation, hotfixes, software project management
- Communicated effectively with team members and senior management, fostering collaboration and ensuring project alignment
- Implemented websites, mobile applications, and landing pages from concept through deployment.
- Standardized all output with a new, responsive, mobile-first approach and strategy.
- Assessed UX and UI designs for technical feasibility, ensuring optimal functionality and user satisfaction
- Collaborated with product team members to implement new feature developments.
- Implemented new responsive, mobile-first approach which increased mobile traffic by 20%.

Bellwether Media   **Aug 2019 - Jul 2020**
Senior Web Developer / Web Designer   *Lahore, Pakistan*
- Wrote well-designed, testable, and efficient code using best software development practices, enhancing website performance and user experience

- Created website layout and user interface using standard HTML/CSS practices, improving site navigation and user engagement
- Integrated data from various back-end services and databases, ensuring seamless data flow and enhancing site functionality
- Gathered and refined specifications and requirements based on technical needs, leading to more accurate project deliverables
- Was responsible for maintaining, expanding, and scaling the site, resulting in improved site stability and capacity to handle increased traffic
- Applied emerging technologies and industry trends to enhance web operations and activities, improving user engagement
- Collaborated with web designers to ensure visual design intent was met, resulting in cohesive and appealing web layouts
- Handled user email inquiries and set up automated response systems, enhancing customer service efficiency
- Registered websites with search engines, increasing site traffic and visibility
- Optimized applications for maximum speed and scalability using HTML and CSS, resulting in improved performance and user experience
- Implemented procedures for ongoing website revision using HTML, CSS, and Elementor, enhancing site functionality and user experience

The Mattress Company   **Jan 2019 - Oct 2019**
Web Developer and HR   *Lahore, Pakistan*
- Researched, developed, published, and maintained the display of information for TMC websites and applications using templates, artwork, design standards, and content management systems, enhancing user engagement
- Led all aspects of content, data, structures, concepts, and visuals, utilizing CSS and Elementor to improve website aesthetics and functionality
- Applied usability and analytical skills to assess web effectiveness, timeliness, and accessibility, leading to improved user satisfaction
- Guided clients in formulating requirements and defining processes, advising on alternatives and implications of new or revised services, which streamlined project execution
- Analyzed resulting proposals and conducted feasibility studies, ensuring project viability and alignment with company goals
- Led project teams including production specialists, casual, and student employees in web development projects using CSS and Elementor, resulting in improved website functionality and user experience

Karvan Kamil   **Oct 2016 - Jan 2019**
WordPress Developer / Web Developer   *Lahore, Pakistan*
- Collaborated with clients and in-house agency team to develop front and back end web solutions, optimizing user experience, search engine ranking, sales, and brand positioning
- Worked with developers to create and update WordPress sites, optimizing them for usability, search engine optimization, and accessibility, resulting in improved user engagement
- Completed projects that enhanced programming and service skills, using tools like HTML, CSS, and Adobe Photoshop, leading to improved project outcomes

Projects

Ts Orbit   **Dec 2021 - Feb 2022**
TS Orbit
- On-site design, development, and support.
- Analyze, test, and resolve issues
- Update existing code to meet compliance
- Meeting with clients to discuss website design and function.
- Designing and building the website front-end.
- Creating the website architecture.
- Designing and managing the website back-end including database and server integration.
- Conducting website performance tests.
- Troubleshooting content issues.
- Conducting WordPress training with the client.

- Monitoring the performance of the live website.

Virtual UX   **Dec 2020 - Feb 2021**
TS Orbit
- Use markup languages like HTML to create user-friendly web pages
- Convert PSD Photoshop designs to live webpage
- Maintain and improve website
- Optimize applications for maximum speed
- Designed mobile-based features
- Collaborate with junior developers and web designers to improve usability
- Got the feedback from, and build solutions for, users and customers
- Write functional requirement documents and guides
- Create quality mockups and prototypes
- Help back-end developers with coding and troubleshooting
- Ensure high quality graphic standards and brand consistency
- Stay up-to-date on emerging technologies

Florent Pakistan   **Nov 2017 - Present**
Developers Company

Academics

Institute Of Management And Science, Lahore   **Sep 2016 - 2018**
M.cs   *23, Block E 3 Gulberg III, Lahore, 54660*
- **GPA:** 3.2 CGPA

University of the Punjab, Lahore   **Sep 2013 - 2015**
B.sc

Languages

- Urdu (Native)
- English (Medium)