MUBBASHER YASIN

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OBJECTIVE

I am a dedicated Frontend Developer with expertise in HTML, CSS, Bootstrap, Tailwind CSS, and JavaScript libraries like React and Next.js. I excel in creating responsive and user-friendly interfaces that enhance user experience. With a solid grasp of backend technologies like Firebase and Node.js, I ensure seamless integration and performance. I thrive in collaborative environments and am eager to bring my skills and passion for frontend development to contribute effectively to your team.

WORK EXPERIENCE

Digital Marketing & Website Manager at Midnight Comfort   **May 2024 - Present**

- Redesign and maintaining the website for Midnight Comfort to qenhance user experience and functionality.
- Running Google and Meta ads to boost sales and strengthen brand presence in a competitive market.

Frontend Developer at Diniubire   **July 2023 - May 2024**

- Transitioned from part-time to full-time frontend developer, enhancing user interfaces and delivering improved user experiences.
- Leveraged React and Next.js for advanced, responsive designs and optimized frontend performance, ensuring efficient maintenance and timely project delivery.

Frontend Developer at WebBugs   **February 2023 - August 2023**

- Led frontend development with React and Next.js, creating dynamic, responsive interfaces that boosted user experience and system efficiency.
- Collaborated with backend teams to integrate frontend with server-side logic using Redux Toolkit, achieving a high-performance and scalable application.
- Enhanced technical skills and adopted new methodologies, contributing to the team's success in meeting evolving business needs.

MERN Stack Web Developer at Ideoversity Lahore   **June 2022 - January 2023**

- Gained expertise in HTML, CSS, Bootstrap, JavaScript, ReactJs, Node.js, and MongoDB.
- Developed visually appealing and responsive websites.
- Built modular and interactive user interfaces.

PROJECTS

Midnight Comfort

Technologies: WordPress, Custom Coding, Semrush, Google Keyword Planner

- Developed the website with WordPress and implemented advanced custom coding for enhanced features.
- Conducted keyword research and managed Google Ads and Meta (Facebook & Instagram) campaigns to optimize visibility and drive sales.

Dinmunte E-Commerce Website

Technologies: React, TypeScript, SCSS, Firebase
- Rebuilt the dashboard and implemented various features, including coupon codes and product discount pricing.
- Enhanced user experience by integrating image uploads for customized orders and developing additional site functionalities.

Tembekasua Multi-Vendor Website

Technologies: React, Tailwind CSS, Redux Toolkit
- Developed a multi-vendor agriculture site with a dynamic side menu, multiple pages, and customizable vendor management features.
- Created a robust and user-friendly design to enhance the experience for vendors and customers in the agriculture sector.

RegularHost Hosting Website

Technologies: HTML, CSS, JavaScript
- Redesigned the navbar for improved navigation and updated pricing sections for clarity, enhancing the user experience.
- Ensured full mobile responsiveness and optimized overall site performance for a seamless browsing experience across all devices.

EDUCATION

Lahore Leads University   **2020 - 2024**

Bachelor in Computer Science

Superior Group of Colleges   **2018 - 2020**

FSC Pre-Engineering

CERTIFICATES

Ideoversity Institute Arfa Karim Lahore

Certificate in MERN Stack Web Development
- Completed a hands-on course in MERN Stack Web Development, mastering HTML, CSS, JavaScript, ReactJS, Express.js, and MongoDB.
- Achieved first place in the class for an individual project and successfully led a team project, honing advanced web development and project management skills.

PNY Institute Arfa Lahore

Certificate in SEO Specialist
- Completed an SEO course, gaining skills in optimizing websites through On-Page, Off-Page, and Technical SEO, along with keyword research and analytics.

SKILLS

- **Frontend Languages:** HTML, CSS, JavaScript, TypeScript
- **CSS Frameworks:** Bootstrap 5, Tailwind CSS, MUI
- **Frontend Development:** ReactJS, NextJS
- **Backend Development:** Firebase, MongoDB, PostgreSQL, NodeJS, ExpressJS
- **Tools:** Git/GitHub, ClickUp, Slack, Postman, VS Code
- **CMS Platforms:** WordPress, Shopify, HubSpot
- **SEO Expertise:** On-Page, Off-Page, and Technical SEO
- **Digital Advertising:** Google Ads, Meta (Facebook & Instagram) Ads