# SHAFIN **REZWAN**

WEB DEVELOPER

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## **Edu**cation

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|---|---|
| **University of Alberta** | Edmonton, Canada |
| BACHELOR OF SCIENCE | Sep. 2020- May 2024 |
| MAJOR IN COMPUTER SCIENCE MINOR IN BUSINESS | |
| 3.5/4.0 GPA | |

## **Exp**erience

**TELUS**                                                                                     Edmonton, Canada

UX Researcher                                                                           Sept 2021 - Present

- Conducted user research through interviews, surveys, usability testing, and ethnographic studies to gather insights and inform design decisions.
- Designed and analyzed A/B tests to assess the effectiveness of new features, design changes, and user flows, improving conversion rates and overall satisfaction.
- Synthesized research findings into detailed reports and presentations for stakeholders, ensuring data-driven decisions resulted in a 40% increase in feature adoption post-launch.
- Advocated for user-centered design practices, resulting in a 50% improvement in customer retention by addressing user needs and enhancing overall user experience.

**FOOSH**                                                                                     Edmonton, Canada

Web Designer                                                                            Oct 2022 - Present

- Designed and developed responsive, user-friendly websites with a focus on creating seamless experiences across desktop and mobile devices.
- Utilized HTML, CSS, JavaScript, and various front-end frameworks (e.g., Bootstrap, React) to build visually appealing, interactive web pages.
- Optimized websites for speed, SEO, and accessibility, resulting in improved page load times, higher search rankings and enhanced user experience.
- Collaborated with back-end developers to implement server-side functionality, ensuring seamless integration between front-end and back-end systems.

**FREELANCE**                                                                              Edmonton, Canada

Shopify Developer/Ecommerce Specialist                                      Jan 2022 - Present

- Developed and maintained custom Shopify themes, optimizing for both user experience and performance, resulting in improved site speed and conversion rates.
- Integrated third-party apps and APIs, such as payment gateways, shipping providers, and marketing tools, to extend Shopify's functionality and streamline e-commerce operations.
- Served as the main point of contact for clients, providing updates, gathering requirements, and translating business needs into technical solutions.

## **Pro**jects

**Migrante Alberta**                                                                 Edmonton, Alberta, Canada

SCHOOL PROJECT                                                                       January 2022 - April 2021

- Technologies : Python, Flutter, Django
- Designed and implemented a fullstack mobile application to connect immigrants and community support network such as hospitals and charities

## **Ski**lls

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|---|---|
| **Programming** | Experience with Python, Javascript, Git, HTML, CSS, Liquid, React.JS, Flutter, Django |
| **Design** | Experience with Adobe XD, Figma, After Effects, Blender |
| **Languages** | Fluent English, Intermediate Arabic |

## **Cer**tifications

Google Analytics certification
Google UX certification
Google Digital Marketing & Ecommerce certification