

# SOHAIB ANWAR

UI/UX Designer / Front-End Web Developer

📍 Burewala, District Vehari, Punjab, Pakistan

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## PROFESSIONAL SUMMARY

Results-driven **Front-End Developer** with **4+ years of experience** in developing **responsive, interactive web applications** using **React.js, JavaScript, and modern UI frameworks**. Currently transitioning to **Next.js** to build **high-performance, SEO-friendly web applications**. Experienced in developing and customizing **WordPress & Shopify websites** for businesses. Adept at **building scalable applications, optimizing performance, and integrating RESTful APIs**. Strong understanding of **SEO best practices** to enhance **website rankings and visibility**. Passionate about delivering **seamless, high-performance web solutions** while collaborating with cross-functional teams.

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## SKILLS

### Front-End Development

- ✓ **Languages & Core Technologies:** HTML5, CSS3, JavaScript (ES6+), TypeScript
- ✓ **Frameworks & Libraries:** React.js, Next.js, Redux, React Routers, Context API, jQuery
- ✓ **Styling & UI Components:** Tailwind CSS, Bootstrap / React-Bootstrap, Material-UI, Chart.js
- ✓ **API Integration:** RESTful APIs

### CMS & E-Commerce Platforms

- ✓ **WordPress Development:** Custom themes, plugin integration, performance optimization
- ✓ **Shopify Customization:** Store setup, theme customization, payment gateway integration

### SEO & Performance Optimization

- ✓ **Technical SEO:** Structured data, meta tags, site speed improvements
- ✓ **On-Page SEO:** Keyword optimization, content structuring
- ✓ **SEO Analytics:** Google Search Console, Google Analytics

## Development Tools & Version Control

- ✓ Git, GitLab, Npm

## Cloud & Infrastructure

- ✓ AWS (CloudFront)

## Networking & IT Support

- ✓ Windows OS, MacOS, Microsoft Office 365 Suite
- ✓ VPN Configuration & Support
- ✓ Ticketing Systems (Jira, Slack, Trello)

## Collaboration & Design

- ✓ Worked closely with **UX/UI Designers** to ensure seamless user experiences
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# WORK EXPERIENCE

## Senior Front-End Developer

### Pixel Pace Technologies, Lahore | Jan 2022 – Present

- Leading the development of **SEO-optimized web applications** using **React.js** and **Next.js**.
- Improved website performance by **40%**, ensuring **fast load times** and **better search rankings**.
- Designed and customized **WordPress & Shopify websites**, implementing **SEO best practices**.
- Integrated **third-party APIs** for enhanced application functionality.
- Collaborated with UI/UX designers to build **visually appealing, responsive interfaces**.
- Mentored junior developers, providing **technical guidance** and conducting **code reviews**.

## Junior Front-End Developer

### Pixel Pace Technologies, Lahore | Jan 2020 – Dec 2021

- Developed and maintained **responsive web applications** using **HTML, CSS, JavaScript, and React.js**.
- Built and optimized **WordPress & Shopify stores**, ensuring a **seamless user experience**.
- Implemented **SEO best practices** to **enhance website rankings** and **optimize performance**.
- Assisted in debugging and troubleshooting **front-end issues** to ensure smooth functionality.
- Worked closely with back-end developers to implement **RESTful APIs**.

## Network Support Engineer

Indus Home Ltd. | Jan 2019 – Oct 2021

- Provided **technical support** for networking and system-related issues, ensuring **99.9% uptime**.
  - Diagnosed and resolved **hardware, software, and network failures**.
  - Configured **routers, switches, and security protocols** to enhance network performance.
  - Maintained **data backup solutions** and **disaster recovery** plans.
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## PROJECTS

*(These are just a few of the projects I have worked on; I have experience working on many more.)*

### 1. Pixel Pace Technologies – Digital Agency Website ([Visit Website](#))

**Description:** A modern, interactive **digital agency website** designed to showcase services, portfolios, and client testimonials. Built with **React.js** and optimized for **SEO** and **performance** to enhance online visibility and engagement.

#### Technologies Used:

- ✓ **Front-End:** React.js (18.2), React Router DOM (v6), SCSS, Tailwind CSS, Semantic UI, Styled Components
- ✓ **UI/UX Enhancements:** React Animate on Scroll, React Modal, React Simple Chatbot, React Slick, Ion Range Slider, Animate.css
- ✓ **SEO & Performance Optimization:** React Helmet (meta tags), Sitemap Generator, Sitemap CLI
- ✓ **API & Data Handling:** Axios
- ✓ **Additional Features:** Canvas Confetti, jQuery

#### Key Contributions:

- Developed a **fully responsive, visually engaging UI** using **Semantic UI, Styled Components, and SCSS**.
- Implemented **React Router DOM (v6)** for smooth navigation and page transitions.
- Integrated **React Simple Chatbot** to enhance user interaction and customer support.
- Used **React Modal & Animate.css** to create engaging pop-ups and animations.
- Designed **custom range sliders** with **Ion Range Slider** for interactive pricing and service sections.

#### SEO & Performance Optimization:

- Configured **React Helmet** for **meta tags, Open Graph, and structured data** to improve search engine rankings.
- Used **Sitemap Generator & Sitemap CLI** for automatic **sitemap creation** to enhance indexing.

- Optimized **code splitting, lazy loading, and minified assets** to boost page speed and performance.

## 2. Yes Express Services – Shipping Website ([Visit Website](#))

**Description:** A shipping service platform that facilitates deliveries between **Australia and Pakistan**. The website enables users to **track shipments, calculate shipping costs, and manage logistics efficiently**.

### Technologies Used:

- ✓ **Front-End:** React.js (18.2, ES7), React Router DOM (v6), Material-UI, SCSS, Tailwind CSS, React Slick
- ✓ **Back-End:** Node.js (API handling, authentication, and business logic)
- ✓ **Additional Libraries:** Axios (API integration), JWT Decode (authentication), React Modal (UI enhancements), React DatePicker, React Animate on Scroll, React Signature Canvas

### Key Contributions:

- Developed a **responsive and interactive UI** using **React.js (ES7) and Material-UI**.
- Implemented **React Router DOM (v6)** for smooth and dynamic navigation.
- Integrated **JWT-based authentication** to ensure secure user logins.
- Developed a **React-based admin dashboard** for managing shipments, users, and orders.
- Optimized **SCSS and Tailwind CSS** for an enhanced UI/UX experience.
- Integrated **Axios** for seamless API communication with the backend.

### SEO & Performance Optimization:

- Implemented **structured metadata, Open Graph tags, and schema markup** for better search engine visibility.
- Optimized **React rendering, lazy loading, and code splitting** to improve page load speed.
- Used **react-intersection-observer** to enhance page accessibility and SEO rankings.

## 3. Quran Alone – Islamic Learning Platform ([Visit Website](#))

**Description:** A web-based platform designed to provide users with **Quranic teachings, video lectures, and educational resources**. This project offers a **seamless user experience** with an intuitive UI, responsive design, and engaging multimedia content.

### Technologies Used:

- ✓ **Front-End:** React.js (18.2), React Router DOM (v6), SCSS, Tailwind CSS
- ✓ **UI/UX Enhancements:** React Modal, React Resizable, React Responsive Carousel, Font Awesome
- ✓ **Multimedia Integration:** React YouTube (embedded videos)
- ✓ **Analytics & Tracking:** React Google Tag Manager (GTM)

### Key Contributions:

- Developed a **fully responsive, interactive UI** using **React.js** and **SCSS** for a smooth user experience.
- Integrated **React Router DOM (v6)** for dynamic navigation between different sections of the platform.
- Embedded **YouTube videos** using **React YouTube** to provide high-quality Quranic lessons.
- Implemented **React Responsive Carousel** for a seamless browsing experience through different Quranic topics.
- Utilized **React Google Tag Manager (GTM)** for tracking user interactions and improving site performance.

#### SEO & Performance Optimization:

- Optimized **page speed, lazy loading, and asset minification** to enhance performance.
- Used **structured metadata and Open Graph tags** to improve search engine rankings.
- Implemented **mobile-first design principles** for an enhanced experience across all devices.

#### 4. The Brilliant – Creative Portfolio Website ([Visit Website](#))

**Description:** A visually stunning **creative portfolio website** designed for showcasing **artistic works, projects, and professional achievements**. Built with a focus on **smooth animations, seamless navigation, and modern UI/UX principles**.

##### Technologies Used:

- ✓ **Front-End:** React.js (18.3), React Router DOM (v7), Tailwind CSS
- ✓ **UI/UX Enhancements:** GSAP (GreenSock Animation), React Scroll (Smooth Scrolling), React Slick (Sliders)
- ✓ **Form Handling:** React Hook Form
- ✓ **API & Data Handling:** Axios

##### Key Contributions:

- Developed a **highly interactive and visually appealing portfolio website** using **React.js** and **GSAP animations**.
- Implemented **React Router DOM (v7)** for seamless page transitions and navigation.
- Integrated **smooth scrolling effects** using **React Scroll** for an enhanced user experience.
- Designed **custom sliders and carousels** with **React Slick** for dynamic content presentation.
- Utilized **React Hook Form** to create optimized, user-friendly contact forms.
- Configured **Axios** for efficient API data fetching and integration.

#### SEO & Performance Optimization:

- Optimized **animations and lazy loading** to ensure smooth performance without affecting speed.
  - Used **structured metadata and Open Graph tags** to improve SEO visibility.
  - Ensured **mobile-first responsiveness** and cross-browser compatibility.
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## EDUCATION

**BS - Software Engineering** | Govt. College University Faisalabad (2014 – 2018) | **CGPA: 3.10/4**  
**FSc (Pre-Engineering)** | BISE Multan (2012 – 2014)

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## CERTIFICATIONS & TRAINING

- ✓ **Cisco Certified Network Associate (CCNA)** – Networking & Security Fundamentals
  - ✓ **AWS Cloud Practitioner (In Progress)**
  - ✓ **Google SEO Certification (Self-Learning & Practical Experience)**
  - ✓ **WordPress & Shopify Development (Freelance Work Experience)**
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## LANGUAGES

- ✓ **English (Fluent)**
- ✓ **Urdu (Native)**