

Sadaf Zehra

Castle Hill, NSW 2154 | +61 425 222 112 | [szezra17@gmail.com](mailto:szehra17@gmail.com) | www.linkedin.com/in/sadaf-zehra17
GitHub pages | <https://szezra17.github.io/Quiz-App/> | <https://szezra17.github.io/demo-info-page/>

PROFESSIONAL SUMMARY

With a passion for creativity and a keen eye for design, I am entering a new field of front-end web development. Equipped with solid skills in digital design, HTML, CSS, JavaScript and React, I thrive on transforming ideas into visually compelling solutions. From concept to execution, I bring a blend of artistic flair and strategic thinking to every project. With a strong foundation in communication and training, I am actively working towards my long-term goal of becoming a digital product designer, where I can leverage my skills in user understanding to create impactful, user-centered designs.

SKILLS

- ▶ HTML, CSS, JavaScript
- ▶ React
- ▶ Git/GitHub
- ▶ Communication and collaboration
- ▶ Time management
- ▶ Conflict resolution

SOFTWARE

- ▶ VS Code
- ▶ Command line
- ▶ Canva
- ▶ Photoshop
- ▶ Figma

Professional Development

Generation Australia – Training Program

Sydney, Australia

August 2024 – November 2024

- ▶ Learnt front-end web development through small projects
- ▶ Developed 3 small projects using, HTML, CSS, JavaScript
- ▶ Built 1 project using ReactJS
- ▶ Learnt and practiced soft skills, such as, communication & collaboration, time management, resourcefulness, conflict resolution, adaptability and personal responsibility

Career Gap

November 2015 – July 2024

- ▶ Took a career break to raise my family

EXPERIENCE

Tie & Cufflinks – eBay Store, Sales Manager

Sydney, Australia

January 2010 – October 2015

- ▶ Built and managed eBay store with 500+ items and increased it in later years.
- ▶ Creating listings and store promotion through ads.

- ▶ Managed to sell 50+ products per month
- ▶ Generated \$1k profit in first quarter and maintained it
- ▶ Achieved 99% positive feedback rating and maintained it
- ▶ Efficiently managed inventory of 500+ items and increased it to 1000 items
- ▶ Communicated with eBay customers on an on-going basis to answer questions, resolved disputes, provided further details about items for sale

Sofnix Ptv Ltd., Lead Editor/Trainer

Islamabad, Pakistan

March 2007 - February 2009

- ▶ Conducted quality assurance for layout and product design, ensuring visual consistency and increased customer satisfaction by 90%
- ▶ Correction/manual writing of code, validation of XML
- ▶ Training of new resources for inter-company and all other tools
- ▶ Reduced design errors by 80% and improved overall usability scores by 85%.
- ▶ Analyzing copyright and out of copyright books for the expected problems and devising their format
- ▶ Inputs for book-conversion rules
- ▶ Supervised and trained team members to optimise their approach in searching, analysing, formatting, and converting the book (HTML/PDF to XML)
- ▶ Improved team efficiency by 90%

Rozan, Communication Officer

Islamabad, Pakistan

January 2006 - February 2007

- ▶ Support programs in developing new awareness raising material (content writing, translation, editing, formatting, layout and proofreading)
- ▶ Media correspondence, 15+ articles per month (press releases, articles, invitation letters)
- ▶ Planning and arrangements of 2 media workshops/seminars per month
- ▶ Editing and proof-reading of 20+ publications of all programs to ensuring high-quality outputs
- ▶ Maintenance of the website and correspondence with web team
- ▶ Monitoring, pursuing and working with publisher and printers to ensure the quality of printed material
- ▶ Designing, printing and reprinting of all awareness raising material
- ▶ Maintenance of organization's mailing lists

EDUCATION

Web development - Bootcamp

Year Completed: 2024

Institute: Generation Australia

Diploma (Interactive Digital Media)

Year Completed: 2013

Institute: TAFE, Campbelltown College

Cert IV (Interactive Digital Media)

Year Completed: 2011

Institute: TAFE, Campbelltown College

Master of Arts (English Language and Literature)

Year Completed: 2005

Institute: National University of Modern Languages, Islamabad, Pakistan