



# Artur Yusupov

Front-end developer

## CONTACTS

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## EDUCATION

### VNTU (Ukraine)

#### Vinnitsa National Technical University

09.2005 - 08.2010

## SKILLS

- HTML5/CSS3/JS
- Bootstrap
- Wordpress
- PHP and MySQL
- Wix
- Shopify
- UI/UX
- SEO

## WORK EXPERIENCE

Front-end developer (Remote)

09.2022 - 02.2023

### Agenturro

HTML/CSS/JS - developer. Working with CMS - Wordpress, Shopify. SEO-optimization. German customers.

Front-end Developer (Remote)

03.2021-06.2022

### Frontdeskhelpers

Wordpress/Wix developer.

Working Remote full time work according to methodology Agile. US English and Spanish speaking customers. (USA, ES)

Web-developer

03.2017-02.2021

### **Freelance and Personal projects**

I worked remotely as a freelancer on Ukrainian and American freelance platforms - Freelancehunt, Upwork, Freelancer, etc. Part-time as a remote worker for a few companies that are focused on European clients. Personal projects based on affiliate marketing, dropshipping and POD.

## WEBDEV EDUCATION

Specialized courses and practical classes

10.2016 - NEVER STOP LEARNING!

### **W3schools, Coursera, Udemy, Codecademy, SoloLearn, Programminghub, YouTube**

Constantly learning, improving my knowledge and skills every day in my profession. Also, I read a lot and watch video courses with up-to-date information from related areas of interest to me. I firmly believe that the development of a person in any form is his salvation. In my daily work, also use resources such as W3C, MDN, CODEX Wordpress, Stack Overflow, GitHub, CodePen, Udemy, Google, YouTube.

## WEB DEVELOPMENT STACK

- HTML5+CSS3;
  - Semantic layout HTML5. Standards and validity W3C,
  - Flexbox & Grid,
  - adaptive/responsive design,
  - SASS/SCSS/LESS;
- CSS Framework: Bootstrap;
- Javascript/JSON/jQuery/AJAX;
- REACT - *in the learning process*;
- UX/UI;
- PHP (Creating/customization Wordpress themes and plugins);
- MySQL;
- Gitlab/Github;
- Write Semantic code based on methodology BEM;
- Cross-browser compatibility and site accessibility;
- Internal technical optimization (according to Google PageSpeed, Gtmetrix);
- Site security;
- Responsive website development;
- Website builders and SaaS:
  - Shopify,
  - WIX (EditorX, VELO),
  - Webflow,
  - Tilda;
- CMS:
  - Wordpress, Prestashop, Joomla!, OpenCart, MODX, Drupal and others;
- NPM;
- SEO-optimization based the ranking factors from Google. Core Web Vitals;
- Working with hosting/domain name registrar, Google Cloud Platform (GCP), Cloudflare;
- Prototyping Tools:
  - Figma,
  - Adobe XD,
  - Avocode,
  - Zeplin;
- AI TOOLS:
  - ChatGPT - help with complex code, for create articles, descriptions, ideas, - Midjourney, Stable Diffusion, Leonardo Ai, etc;
- Code editors: Visual Studio Code, Notepad++, Sublime Text, Atom.

## WORDPRESS DEVELOPMENT

- PHP and MySQL:
  - WP-themes from scratch based on layouts in Figma or .psd,
  - Custom editing themes and plugins;
- Woocommerce;
- Advanced Custom Fields (ACF);
- Redux framework;
- Hooks Wordpress/Woocommerce;
- Custom Post types, Taxonomy, Meta boxes, custom fields;
- AMP;
- REST API;
- Multilingual WP Site;
- Multisite;
- Wordpress builders:
  - Elementor, Divi, Wpbakery page builder, Gutenberg (+Stackable) etc;
- Internal technical optimization (based on the metrics of Google PageSpeed, Gtmetrix).

## WORK ORGANIZATION TOOLS

- Experience with Google Workspace, Google docs, Google Cloud Platform (GCP);
- Trello, Asana, Jira, Redmine, Bitrix;
- CRM:
  - AmoCRM,
  - RetailCRM,
  - Bitrix24;
- METHODOLOGY:
  - AGILE,
  - SCRUM,
  - KANBAN;
- English B1.

## SEO

- Technical SEO-optimization based on indicators Google pagespeed, GTMetrix, Core Web Vitals;
- Site audit and analysis of search queries, competitors;
- Internal website optimization (technical and SEO);
- Semantic Core of SEO Keywords;
- Copywriting;
- Optimization of product cards;
- External promotion;
- Link building;
- SEO-tools:
  - Google Search Console,
  - Bing Webmaster Tools,
  - Google Keyword Planner,
  - Google My Business,
  - Google Analytics,
  - Google Tag Manager,
  - Serpstat,
  - SERanking,
  - SEMRush,
  - Moz,
  - Ahrefs.

I understand how search engines work, how important internal site optimization is. Adaptive version of the site, thoughtful User Experience design. Site audit, technical and SEO optimization as a basic stage for further external promotion and development of the project. I follow the latest trends and news in SEO and web development. During SEO optimization and promotion, I rely on the cheat sheet of 200+ known Google ranking factors and the latest updates and news on search engine principles. I use these tools in my work: Google Analytics and Google Search Console, SE Ranking, Semrush, Ahrefs, Moz etc.

## SOFT SKILLS

- Time management and self-discipline;
- Interest in the profession and the ability to fast learn new knowledge;
- The ability to bring the work I started to the end;
- Communication and ability to work in a team;
- Integrity and work ethic;
- Problem-solving.