ALI FAROOQI

FRONTEND & WORDPRESS DEVELOPER

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SUMMARY

Web Developer with 2+ years' experience delivering 30+ responsive websites and landing pages for international and local clients. Expert in WordPress, Elementor, Divi, WPBakery, HTML, CSS, JavaScript, and React. Skilled in SEO, performance optimization, and pixel-perfect UI. Fast learner with a growth mindset, passionate about creating modern, scalable, and user-friendly web solutions.

EXPERIENCE

WordPress & Front-End Developer

Just Digital (Pvt) Ltd 📅 07/2025 📍 Karachi, Pakistan

- Built and customized WordPress websites using Elementor, Divi, WPBakery, and custom CSS.
- Developed responsive front-end layouts using HTML, CSS, JavaScript, and Bootstrap.
- Handled multiple client projects, UI/UX improvements, page speed fixes, and SEO-friendly structuring.
- Collaborated with the team for timely delivery of modern and business-focused websites.
- Worked on one Wix-based project for a business client.

Front-End & WordPress Developer

TechITSystem 📅 2023 - 05/2025 📍 Karachi, Pakistan

- Developed multi-page websites and landing pages using WordPress, HTML, CSS, and JavaScript.
- Worked with Elementor and WPBakery to design branded websites for businesses.
- Assisted in backend development using PHP and Laravel under senior developer supervision.
- Built responsive UIs and improved site layouts for better user experience.
- Participated in team meetings for planning and deployment.

RECENT PROJECTS & PORTFOLIO

Portfolio
🔗 https://alifarooqi01.github.io/portfolio/
Showcasing multiple responsive websites and landing pages.

Happy Maids
🔗 https://happymaids.com/
WordPress site built independently using Elementor; fully responsive and SEO-optimized.

Latitude Prime
🔗 https://latitudeprime.com/
WordPress site developed single-handedly with Divi, focusing on performance and user-friendly design.

Steam Squad
🔗 https://steamsquad.com/
WordPress landing and multi-page site created end-to-end using Elementor.

Nema Life Inc
🔗 https://www.nemalifeinc.com/
Wix website built independently with responsive layout and pixel-perfect UI.

EDUCATION

Intermediate (Commerece)
Govt. Degree College Karachi
📅 2021 - 2022
📍 Karachi, Pakistan

Aptech Institute
Diploma in Software Engineering(Final semester)
📍 Karachi | 2023 – Present

LANGUAGES

ENGLISH	Advanced	●●●○○
URDU	Native	●●●●●

SKILLS

CMS & Website Builders

WordPress **Wix** **HubSpot CMS**

Elementor **Divi** **WPBakery**

Thrive Architect

Front-End Development

HTML5 **CSS3 / SCSS** **JavaScript**

React.js **Bootstrap** **Tailwind CSS**

Tools & Tech

Git / GitHub **cPanel** **Netlify**

SEO Optimization **Page Speed Optimization**