

Hasnain A. Khalfan

1175 Bramble Dr, Breinigsville, PA 18031

484 225 4206

hkhalfan@gmail.com

<https://www.linkedin.com/in/hasnain-khalfan-39643a7/>

PROFESSIONAL EXPERIENCE:

Senior Front End Developer with 15+ years of hands-on experience designing, developing, and implementing websites and solutions using a range of technologies and programming languages. Seeking to leverage broad development experience and hands-on technical expertise in a challenging role as a lead developer.

FVM -- Plymouth Meeting, Pennsylvania

Lead Developer / User Experience Designer

September 2018 to present

- Creating powerful user experiences
- Closely collaborating with account executives, writers, and designers on all forms of digital projects
- Analyzing google analytics and executing strategies to improve site traffic
- Continuously checking for server updates/status, which then is implemented by our server partner
- Discussing, planning, and executing email campaigns and feeding into respective mailing lists
- Lead architecture, development, testing, and troubleshooting of sites and web applications that meet client requirements and bring the agency's concepts to life
- Lead training sessions on different process/steps needed to take place to develop and launch a successfully website
- Involved in every aspect of clients' re-branding processes
- Responsible for developing custom themes with emphasis on responsive layouts.
- Continuously checking and improving clients' website health and web standards.
- Meet with clients to discuss vision/functions they would like to see reflected on projects
- Constantly optimizing websites for SEO best practices.

Technologies:

Wordpress, HTML, CSS(3), Bootstrap, Javascript, JQuery, Ajax/Json, Web API, Adobe Suite, Github, Google Analytics

Mad Icarus Media -- Quakertown, Pennsylvania

User Experience/Interface Designer

July 2016 to September 2018

- Provided onsite and remote training, as well as guidance to clients on new website updates and functionality
- Created documentation for different areas in web development cycle from, but not limited to, training manuals, custom coding libraries, etc.
- Responsible for overseeing all website projects, from initial engagements with clients, until final projects go live
- Created marketing strategies for clients and managed the implementation of marketing programs
- Responsible for adding and updating content based on user design experience
- Collaborated with marketing consultants assigned to clients to ensure all work is delivered on time and according to expectations
- Provided a weekly analytic report to CTO on project performances and proposed solutions to improve overall website traffic
- Worked with the creative team to ensure clients' messaging is delivered in innovative and engaging ways
- Converted design files into working web pages using HTML, CSS(3), jQuery and other web development tools

Square2Marketing -- Conshohocken, Pennsylvania

Senior Web Developer

July 2015 to July 2016

- Provided website technical support to designers for a smooth development process
- Trained junior developers in HubSpot and website best practices
- Worked with the team to incorporate the latest technology to ensure the continuous improvement and quality of user experience.
- Provided quality assurance of work by testing functionality on a wide variety of browsers and platforms

Mosaic Advertising -- Bethlehem, Pennsylvania

UX Developer / Front End Developer

Sept 2014 to June 2015

- Converted designs into front end facing websites
- Assisted art director in creating design wireframes using Axure
- Setup WordPress CMS such as creating databases, installing, and developing custom themes, various required plugins, custom templates and responsive design and development
- Assisted in creating SEO for clientele websites
- Created application architecture for exclusive client website
- Prepared manual documentation and training for clients on how to maintain and update website

Pennsylvania Department of Public Welfare -- Harrisburg, Pennsylvania

Web Developer / Designer

Sept 2009 to Aug 2014

- Responsible for graphic designs throughout the DPW department
- Redesigned and developed DPW internet and intranet website
- Provided design and web development training to colleagues
- Followed website ADA compliance guidelines in all web-based applications
- Developed internal web applications in .Net and AJAX toolkit using Visual Studio
- Maintained and converted classic asp web applications to .Net
- Worked closely with the communication office on customizing graphics and content management for Adopt PA profile on social media platforms.

TECHNICAL SKILLS:

Languages: Visual Basic, JavaScript/jQuery, PHP

Operating Systems: Windows NT/XP/Vista/2000/7, Basic Unix, Linux, Mac OS

Database: SQL, MySQL, MS Access

Web Technologies: HTML(5)/DHTML, XML, CSS(3)

Applications: Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Pro, Adobe Designer, Adobe XD, Adobe Live Cycle Designer ES, Adobe ImageReady, MS Suite, Site Studio Designer (UCM)

Analytics: Google Analytics, Hotjar

Email (crm): Partdot, Emma, Mailchimp, constant contact

Content Management Systems – HubSpot, WordPress, Blackbaud, Universal Content Management (UCM), Joomla, ATG.

EDUCATION

Penn LPS Coding Boot Camp Certification

Full Stack Development

Feb 2022 – August 2022

Kutztown University, Kutztown, Pennsylvania

December 2004

Bachelor of Science in Computer and Information Science