



Yasir Rehman

Senior Web Developer & E-Commerce Solutions Architect



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SKILLS

LANGUAGES

- HTML
- CSS
- JS

FRAMEWORKS

- TailwindCSS
- Bootstrap
- AstroJS
- HugoSSG

CMS/PAGE BUILDERS

- WordPress
- Wix
- Shopify
- SquareSpace
- Elementor
- Divi
- WP Page Builder

TECHNICAL

- LAMPP Server
- Linux (as daily driver/development)
- Hackintosh (for development)

LANGUAGES

- English
- Urdu
- Pashto
- Saraiki

PROFILE

Dynamic and accomplished Web Development Expert and Technical Project Lead with over 8 years of extensive experience in front-end and CMS development, i.e WordPress, Shopify, and Webflow. Adept at crafting visually compelling, responsive, and functionally robust websites, I leverage a comprehensive skill set in modern web technologies, project management methodologies, and SEO optimization to deliver customized solutions that drive user engagement and foster business growth. As a Top-Rated freelancer on Upwork, I am committed to exceeding client expectations through innovative design and technical excellence.

WORK EXPERIENCE

Freelancing

2016 – Present

[Freelance Web Developer & Designer](#)

- **Custom Web Development:**
 - Designed and implemented high-quality websites using WordPress, Shopify, and Webflow, tailored to meet client specifications and enhance user experience.
 - Developed custom themes and plugins for WordPress, resulting in improved site functionality and user engagement.
- **E-Commerce Solutions:**
 - Created and optimized e-commerce websites utilizing WooCommerce and Shopify, including payment gateway integration and checkout process enhancements, which led to increased conversion rates.
 - Managed product catalog setups, including inventory management and order processing functionalities, ensuring seamless online shopping experiences.
- **Design to WordPress Conversions:**
 - Expertly transformed design files from PSD, XD, and Figma into pixel-perfect, responsive WordPress websites using top page builders like Elementor, Divi, & Bricks.
 - Collaborated with clients to capture and implement their vision, resulting in aesthetically pleasing and functional websites.
- **Website Maintenance & Optimization:**
 - Provided ongoing support and maintenance for client websites, performing regular updates, bug fixes, and performance optimizations to ensure security and efficiency.
 - Conducted comprehensive SEO audits and implemented strategies that significantly improved website visibility and search engine rankings.

CERTIFICATES

Web Design Crash Course
By TNA

- **API Integrations & Custom Solutions:**
 - Developed tailored web forms and integrated third-party APIs using tools such as Gravity Forms, Contact Form 7, and WP Forms, enhancing user interactions and data collection processes.
 - Created custom solutions to address specific business needs, ensuring seamless interconnectivity with existing systems.
- **Performance Monitoring & Analytics:**
 - Utilized Google Analytics and other performance monitoring tools to track website metrics, analyze user behavior, and make data-driven recommendations for improvements.
 - Implemented advanced caching techniques and optimization practices that improved website load times.
- **Client Collaboration & Project Management:**
 - Defined project scopes collaboratively with clients, leading to successful project deliveries on time and within budget.
 - Guided clients through the entire project lifecycle, from initial design and development to post-launch support and training, ensuring a smooth transition and understanding of website functionalities.

Arox Marketing Aug 2020 – Sept 2024

[Project Manager/Senior Web Designer](#)

- Led a cross-functional team of developers, designers, and SEO specialists to deliver personalized, high-impact digital solutions.
- Collaborated closely with clients to gather detailed requirements, ensuring design projects aligned perfectly with their business objectives, resulting in consistently high client satisfaction
- Spearheaded the adoption of modern web design frameworks and best practices, keeping projects at the forefront of the industry.

Education

Secondary School Certificate
[AIOU – Islamabad – 2021](#)

PROJECTS

[OPG Management System](#) Digital Dental Diagnostics

The PHP-Based Orthopantomogram (OPG) Management System is designed at Arox Marketing to efficiently manage and track OPG reports, ensuring they are easily accessible to both patients and their doctors. This system also facilitates the streamlined handling of receipts and billing associated with reports, providing a comprehensive solution for managing medical imaging and related administrative tasks.

Business Website

Signature Medical Billing Solutions

Developed using AstroJS, at Arox Marketing is a static website designed specifically for the medical billing industry. It prioritizes both speed and aesthetics, delivering a seamless and visually appealing experience while offering efficient billing solutions for healthcare providers.

Business Website

Natural View Landscape

Developed using WordPress, at Arox Marketing is a custom-designed website for a landscaping business based in the UAE. It has been tailored to meet the specific preferences and requirements of the client, providing a user-friendly and visually engaging platform to showcase their landscaping services.

Podcast Website

Voice For Valor

Developed using WordPress and Elementor, tailored to meet the specific needs of a podcaster. The project was a collaborative effort with another freelancer, resulting in a custom, user-friendly platform designed to support the podcaster's unique vision and functionality requirements.

cmsMS2WP

Albuquerque Gem & Mineral Club

PHP script developed to migrate user data from an older CMS Made Simple (cmsMS) platform to a new WordPress website. In collaboration with another freelancer responsible for the WordPress site, this script successfully fetched and imported data for over 400 users, ensuring a smooth transition to the updated platform.