

MUHAMMAD ASHFAQ

Location: kotly pir Abdur Rehman Baghbanpura, Lahore.

Phone: +92-322-4548770

Email: idl4ashfaq@gmail.com

Portfolio: <https://idl4ashfaq.github.io/ashfaq-portfolio/>

Introduction

I've spent the past decade building clean, accessible, and high-performing frontends. My unique blend of design insight and engineering precision enables me to deliver pixel-perfect UIs that scale and perform reliably across browsers and devices.

Specialities

- **Html5 & CSS3**
- **CSS Frameworks**
 - i. Twitter Bootstrap 3/4/5
 - ii. Foundation
 - iii. Tailwind
 - iv. CSS Animation
 - v. LTR and RTL implementation
 - vi. Responsive
 - vii. Cross Browser compatibilities
 - viii. Cross device compatibilities
 - ix. Email templates
- **CSS Pre-processors**
 - i. Sass
 - ii. Less
- **JavaScripts**
 - Vanilla Javascript with OOP concepts, ES6, ES7 to latest
 - JQuery
 - Reactjs (JSX, Styled Component)
 - ReactNative Styling Components
 - Typescript (Basic)
 - Web components, Shadow Dom and Template (can be used with all modern frameworks)
 - GSAP (Javascript Animation library)
 - Lit-html (Template library for JavaScript)
 - Immutable.js (javascript utility library)
 - Wow.js for animation
 - Web APIs e.g
 - DOM
 - Web Storage (localStorage, sessionStorage)
 - Workers
 - Fetch API
 - Canvas
 - Geolocation
 - Custom Re-useable controls
 - Tabs

- Accordion
 - Modals
 - Dropdown
 - Error prompts
- Algolia Search Implementations.
- Fabric.js (Canvas Library)
- **Ecommerce**
 - i. Wordpress theme integration
 - ii. Salesforce SFRA
 - iii. Salesforce lightening
 - iv. Magento Theme integration
 - v. Engine / squarespace / webflow (drag drop editor to create website)
- **Marketings**
 - i. Google ads library implementation with different size of creatives
 - ii. Google Tags implementation with native and custom events to push through dataLayer object
 - iii. Google analytics implementations
 - iv. SEO Techniques
- **Tools & Platforms**
 - i. Git
 - ii. Gulp for assets optimization
 - iii. RESTful APIs
 - iv. Strapi
- **Core Web Vitals (CWV) & Speed optimizations & Helping tools**
 - i. Tools
 - Pagespeed Insight
 - Lighthouse
 - GTMetrics
 - Chrome web vital extension
 - Chrome performance tab for performance analysis.
 - Debugbear for analysing different stats of performance
 - ii. Optimization to enhance speed with various skills and techniques e.g
 - Lazy loading
 - Assets optimization
 - On Demand loading
 - Reducing network calls for maximum speed
 - Reducing excessive dom size
 - Request prioritization on page load
 - Page weight reduction
 - Combining images into single image
 - Defer / Async implementation
 - Optimized code
 - Best practices in code
 - SEO related fixes in code
 - Accessibility issues to fix
- **Experience working with Monitoring Tools**
 - i. Debugbear
 - ii. Cloudflare

- **Graphics**
 - i. Adobe Photoshop: Skilled in photo editing, graphic design, and GIF animation
 - ii. Social Media Posts / Banners / Mobile app / Web Designs
 - iii. Sprite Images
 - iv. Optimized images for retina displays, providing appropriate resolutions (1x, 2x, or 3x) to ensure sharp and clear visuals on high-resolution devices.
 - v. Game objects and car artwork using Adobe illustrator
 - vi. SVGs implementation
- **Additional Soft Skills**
 - i. Problem-solving
 - ii. Ability to collaborate with cross-functional teams
 - iii. Leadership
 - iv. Communication
 - v. Time Management
 - vi. Documentation
 - vii. Estimations to Review
 - viii. Finding and analysing improvement opportunities.
 - ix. Stats to analyse
- **Backend Skills**
 - i. Data processing in the view, including handling data from the controller and implementing the associated business logic.
 - ii. Utilization of function from helper classes in PHP YII framework
 - iii. Routes with view and layout
 - iv. Passing data to view from Controller.
 - v. params handling

Professional Experience

Below link is the portfolio of my recent projects for UI/UX/Frontend

<https://idlashfaq.github.io/ashfaq-portfolio/>

Principal Frontend Developer

Carswitch, Lahore — 23 August 2022 to Present

Responsibilities & Roles:

- i. UI Implementation with cross browser and multilingual compatibility
- ii. Optimized application performance and resolved bugs, improving user experience
- iii. Client side implementation with business logic
- iv. Implemented code standards

- v. PRs Review to ensure quality deployments
- vi. SOPs documentations
- vii. Third party integrations e.g (Google ads, GTM, analytics, Algolia)
- viii. Collaborated with cross-functional teams to design and implement new features
- ix. Improvement opportunities to find and implement
- x. Managing team to ensure
 - time logging
 - ticket is delivered on time as per spec document
 - SOD and EOD status

Tecnologies Used:

[HTML5, CSS3, JavaScript, Sass, Bootstrap5, Gulp, PHP, Figma, Web Vitals, GTM]

Projects Links:

<https://carswitch.com/>

Principal Frontend Developer

Systems Limited, Lahore — 24 July 2021 to 22 August 2022

Responsibilites & Roles:

- i. UI Implementation with cross browser compatibilities
- ii. Performance to improve & maintain
- iii. Client side implementation
- iv. Implemented code standards
- v. PRs Review to ensure quality deployments
- vi. Interviews to conduct
- vii. Training junior resources
- viii. Led a team of 5 persons to ensure delivery on time
- ix. Designing web page

Tecnologies Used:

[HTML5, CSS3, JavaScript, Sass, Reactjs, Bootstrap5, Web Design, Magento, Salesforce, Lightning Components]

Projects Links:

<https://www.everythingbutwater.com/>

<https://www.ishopping.pk/>

Sr Frontend Developer

Glowfish Labs, Lahore — 25 May 2019 to 23 July 2021

Responsibilities & Roles:

- i. UI Implementation with cross browser compatibilities
- ii. Performance to improve & maintain
- iii. Client side implementation
- iv. Implemented code standards

Technologies Used:

[HTML5, CSS3, JavaScript, Sass, Reactjs, GSAP, React Native component styling]

Projects Links:

<https://carswitch.com/>

Sr Frontend Developer

Nextbridge, Lahore — 26 May 2024 to 25 May 2019

Responsibilities & Roles:

- i. UI Implementation with cross browser compatibilities
- ii. Performance to improve & maintain
- iii. Client side implementation
- iv. Interviews to conduct
- v. Code reviews

Tecnologies Used:

[HMTL5, CSS3, JavaScript, Sass, Angular2, web designing, Bootstrap 3]

Projects Links:

<https://www.laundrytotal.nl/>
<https://www.cornerstones.nl/nl>
<https://alphavu.com/>

Language

Urdu & English

Educational Background

Intermediate computer science (ICS) - Shalimar College - Lahore
BSC computer science - Virtual University - Lahore

Personal Data

Nationality	Pakistani
Religion	Islam
Date & Place of Birth	September 01, 1986 – Lahore
Marital Status	Married
Phone	+92 322-4548770
Email Address	idl4ashfaq@gmail.com

Signature