JAFARU HARUNA

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PROFESSIONAL SUMMARY

Creative and results-driven Web Designer and WordPress Developer with 5+ years of experience creating responsive, SEO-optimised, user-focused, and accessible websites with expertise in leveraging WordPress CMS, Frontend Design, and analytic tools to achieve exceptional website performance while staying through to brand and delivering seamless user experience. Adept at collaborating with stakeholders to translate complex requirements into clear, high-performing digital experiences that drive engagement and meet organisational goals. Comfortable collaborating with teams and working in a hybrid setting to achieve shared objectives.

PORTFOLIO: https://jafarharun.github.io/portfolio/

SKILLS AND COMPETENCES

- Front-End Design – Figma, HTML, CSS, JavaScript.
- CMS – WordPress Development.
- Page Builders - DIVI, Elementor and WPBakery
- SEO – On Page SEO, Local SEO, and Technical SEO - Google Search Console
- Graphic Design – Adobe Photoshop
- Collaboration – Working with teams including marketing team, UI/UX designers and Developers.
- Server-Side Administration**:** Configuring and managing DNS settings, webmail, and hosting environments.

RELEVANT EXPERIENCE

Website Lead, Muslim Forum of Britain (January, 2024 till date)
- Lead the design and redevelopment of the organisation's official website, ensuring responsiveness, improved navigation, SEO, accessibility compliance, and alignment with brand identity.
- Customised WordPress themes and plugins to enhance website functionality.
- Collaborated with the media and publicity team to deliver audience-focused content that enhanced community engagement.
- Collaborated with stakeholders to gather requirements and incorporated feedback
- Troubleshoot and debug front-end issues and provide solutions for website enhancements.
- Maintain consistency in branding and visual identity across all web pages.

Ad-Hoc Website Support Officer, Essex Cultural & Youth Society (August, 2024 to December, 2024)
- Built and customised web pages using the Divi Site Builder, leveraging reusable layouts, global styles, and modules to ensure design consistency and efficient updates.
- Extended Divi functionality through custom CSS and layout optimisation, improving responsiveness, performance, and user experience across devices.
- Designed refined responsive layouts for key pages including the homepage, services, events and news.
- Optimised images, videos, and multimedia assets to improve website performance and load speed
- Configured, tested, and maintained form integrations to ensure enquiries were accurately routed to the appropriate teams.
- Improved site navigation, content structure, accessibility, and readability to enhance user experience and content discoverability.

WordPress Developer, Trail Alley Academy (May, 2023 – June, 2024, FTC)

- Transformed Figma prototypes into fully responsive WordPress pages.
- Customized LMS WordPress theme, developed custom plugins to extend website functionalities.
- Worked closely with the digital marketing team to ensure website was designed and aligned with the brand style guide, tone of voice and marketing goals.
- Optimised landing pages with lead generation forms and CTAs, driving higher conversion rates.
- Implemented SEO strategies (on page, local and technical) for better performance and search rankings.
- Reviewed and updated website content and layout which led to enhanced user experience.

Web Designer, Burujtech Solutions. (April, 2021 to March 2023)

- Worked closely with different clients, stakeholders to understand project requirements and ensured alignment with client business objectives.
- Collaborated with designers and front-end developers to deliver seamless user experiences.
- Optimised queries and backend logic for speed and efficiency.
- Provided training and coaching to trainees and interns on web technology and best practices.

Junior Web Designer, Burujtech Solutions. (June, 2018 to March, 2021)

- Maintained, updated, and enhanced websites post-launch to improve functionality and user engagement.
- Designed and built responsive websites from scratch for clients using HTML, CSS, Bootstrap.
- Created UI wireframes in Figma and translated them into Web pages.
- Ensured websites adhered to accessibility standards and followed best practices for mobile-first design.
- Implemented website updates on various client CMS platforms to keep the website fresh with content.

VOLUNTEERING

Online Lister, British Heart Foundation Charity Shop (*Jan, 2025 till date*)

In my role as an Online Product Lister with the British Heart Foundation, I supported the charity's fundraising by researching products, creating and managing product listings online through the internal Content Management System, and optimising product visibility on platforms such as eBay to maximize engagement and sales performance.

EDUCATION

- B.Eng. Production Engineering,
- GCSE Grade C Equivalent

PERSONAL DEVELOPMENT & TRAINING

- Web Analytics | Future Learn | October, 2024
- SEO Foundations | LinkedIn | June, 2024.
- Figma for UX Design | LinkedIn | July, 2024
- GDPR Foundations | Measured Collective | July 2024
- Full Stack Web Developer Boot Camp. | Udemy, Inc. | Dec, 2023
- Front-end Design | Andela | August, 2018