JAFARU HARUNA

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PROFESSIONAL SUMMARY

Creative and results-driven Web Designer and Developer with 5+ years' of experience creating responsive, SEO-optimised, user-focused, and accessible websites with expertise in leveraging WordPress CMS, full-stack development, and analytic tools to achieve exceptional website performance while staying through to brand. Adept at collaborating with stakeholders to translate complex requirements into clear, high-performing digital experiences that drive engagement and meet organisational goals.

TECHNICAL SKILLS

- Front-End Design –UI/UX, Figma, HTML, CSS, JavaScript; Back-End Development – PHP, MySQL
- CMS Development – WordPress
- E-commerce – WooCommerce Integration
- SEO – On page, Local SEO, Google Analytic tools/Search Console
- Version Control- Git, GitHub

SOFT SKILLS

- Strong Communication & Stakeholder Engagement
- Collaboration with Cross-Functional Teams
- Time Management & Project Prioritisation

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

RELEVANT EXPERIENCE

Website Lead, Muslim Forum of Britain (August, 2024 till date)
- Designed and launched the organisation's website, ensuring responsive design, accessibility compliance, and brand consistency.
- Worked closely with the media and publicity team to deliver content aligned with audience needs.
- Used Google Analytics insights to improve navigation, increase page views, and reduce bounce rates.
- Maintained and updated WordPress CMS theme & plugins for better performance and compatibility.

Website Content Designer, Trail Alley Academy (May, 2023 – June, 2024, FTC)
- Transformed Figma prototypes into fully responsive WordPress pages, enhancing user experience.
- 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 on-page SEO strategies (meta tags, content structure, image optimisation) for better search rankings.
- Enhanced LMS platform by integrating marketing automation tools and payment gateways for seamless checkout.
- Reviewed and updated website content and layout which led to enhanced user journey and a better user experience.

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

- Worked closely with 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.
- Developed and maintained dynamic websites and web applications using PHP and MySQL.
- Integrated APIs and third-party services into web applications.
- Optimised queries and backend logic for speed and efficiency.
- Provided training and coaching to trainees and interns on web technology and best practices.

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

- Maintained, updated, and enhanced websites post-launch to improve functionality and user engagement.
- Conducted usability testing and revisions leading to improved client satisfaction and enhanced user experience.
- Designed and built responsive websites from scratch for clients using HTML, CSS, Bootstrap and Javascript.
- Created UI wireframes in Figma and translated them into functional designs.
- Ensured websites adhered to accessibility standards and followed best practices for mobile-first design.
- Maintained website backups, implemented updates on CMS platforms
- Optimised websites with on-page SEO for improved search engine ranking.

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 support 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 maximise 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