NAZIA YAQOOB

SENIOR FRONTEND DEVELOPER

PROFESSIONAL SUMMARY

- **8+ years of experience** in creating innovative and engaging web designs
- **Expert in HTML, CSS, JavaScript, Bootstrap, React, SFCC, and Tailwind CSS**
- **Proven track record** in enhancing user experience and driving project success
- **Technical excellence** and strong team leadership skills
- **Quick learner** of new technologies
- **Skilled at resolving complex issues** to deliver high-quality web solutions

WORK HISTORY

Senior Frontend Developer, 03/2022 to Current
Globant Commerce Studio (formerly eWave Digital) – Remote

- Spearheaded the development of responsive layouts for major site sections, leading to a 20% increase in user engagement and a 15% boost in conversion rates, contributing to millions of dollars in additional revenue.
- Mentored and supervised a team of 3 frontend developers, improving their code quality and increasing team productivity by 30%.
- Streamlined and modularized CSS, HTML, and JavaScript files, reducing page load times by 40% through advanced optimization techniques like lazy loading, minification, and caching strategies.
- Ensured website accessibility by adhering to WCAG 2.0 guidelines, improving the user experience for all visitors, and achieving a 95% accessibility compliance score.

Senior Frontend Developer, 02/2021 to 03/2022
Osf Digital - Remote

- Delivered responsive layouts for key sections and contributed to the successful launch of 3 major websites, resulting in a 25% increase in user satisfaction scores.
- Enhanced mobile accessibility by optimizing HTML, CSS, and JavaScript, leading to a 30% increase in mobile traffic and a 20% decrease in bounce rates.
- Ensured cross-browser compatibility, improving website accessibility and usability, resulting in a 15% increase in user retention rates.

Senior Frontend Developer, 12/2018 to 02/2021
SYSTEMS LTD

- Led team using Bootstrap, jQuery, and JavaScript, delivering high-quality results across multiple projects.
- Developed designs from Zeplin/Figma to SFRA/Site Genesis, ensuring seamless user experiences.

Frontend Developer, 12/2016 to 12/2018
NESTOSH LTD

- Developed and maintained e-commerce applications using SFCC,

CONTACT

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SKILLS

- HTML5
- CSS3
- JavaScript
- jQuery
- SASS/LESS
- React
- Magento PWA
- Responsive design
- Salesforce commerce cloud
- Page Designer
- ISML
- Figma
- Jira/Confluence
- Git/GitHub
- Chat GPT
- SFMC
- Mobile-first approach
- NPM/ Yarn
- Accessibility Standards
- Bug Resolution
- Usability Testing
- Project Estimations
- Problem-Solving
- Strong Work Ethic
- Communication and Interpersonal Skills
- Problem-solving abilities

EDUCATION

Master of Computer Sciences, Computer Science
University of Management and Sciences (UMT)

CERTIFICATIONS

Salesforce B2C Commerce Cloud Developer Certified

leading to a 30% improvement in site functionality and an increase in user satisfaction.

+ Conducted requirement analysis and estimations for upcoming projects, reducing project planning time by 15%.

Frontend Developer, 08/2015 to 12/2016
CRIZALPRESS LTD - Lahore

+ Developed Themeforest templates, converting PSD, Zeplin, and Figma designs into HTML, achieving a 90% customer satisfaction rate and increasing template sales by 20%.

AWARDS/RECOGNITIONS

- Awarded Star Employee of the Year in 2019 for exemplary contributions to project success and team collaboration.
- Improved website performance by 35% at Globant Commerce Studio
- Recognized multiple times as the Best Employee in Monthly Evaluations for outstanding performance and dedication.

LANGUAGES

Urdu: Native language

English: B2

Upper intermediate