

Rida Fatima

Web Developer | SQA

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[LinkedIn](#)

Profile

I'm a WordPress Developer with two years of experience at My Impact Meter, specializing in site customization, optimization, and responsive design. I also have experience in Software Quality Assurance (SQA) across a range of digital products, including websites, web applications, and mobile apps. Skilled in manual testing, bug tracking, and performance validation. Seeking a role where I can contribute to building scalable, user-friendly web solutions.

Experience

MY Impact Meter

Nov 2023 – Present

WordPress Developer / Software Quality Assurance (SQA)

- Developed and maintained WordPress websites, ensuring optimal performance, responsiveness, and user experience.
- Integrated themes and plugins to meet project requirements without custom development
- Collaborated with cross-functional teams to ensure timely and efficient delivery of web-based solutions.
- Performed Software Quality Assurance (SQA) across websites, web apps, and mobile apps through manual testing.
- Reported bugs and validated fixes using tracking tools like Jira and Trello.
- Conducted cross-browser and mobile testing to ensure consistent functionality and user experience.

OPEN Lahore (Organization of Pakistani Entrepreneurs)

Mar 2023 – Oct 2023

WordPress Intern

- Customized WordPress themes and developed reusable blocks using Elementor and Gutenberg for enhanced functionality.
- Ensured responsiveness across devices and optimized performance via image compression, lazy loading, and asset minification.
- Applied custom HTML/CSS styles and utilized plugins to meet design and functionality requirements.
- Managed website content, including blogs, posts, and news updates.
- Integrated Google Analytics to track traffic and improve data-driven decision-making.

Alplaar Consultancy

Sep 2022 – Jan 2023

WordPress Developer

- Customized WordPress themes and plugins to enhance website functionality.
- Contributed to website development using WordPress, HTML, and CSS.
- Ensured responsiveness and supported content updates (blogs, posts, news).
- Gained experience with Git for version control and collaboration.

Projects

MY Impact Meter Website | WordPress

[Live Site](#)

- Developed and maintained responsive WordPress websites, ensuring optimal performance and user engagement through caching, image optimization, and SEO best practices
- Integrated Google Analytics 4 (GA4), and Google Tag Manager (GTM) for enhanced functionality and user tracking

Alpaar Consultancy Website | WordPress

[Live Site](#)

- Contributed to website development using WordPress, HTML, and CSS Supported content updates and ensured cross-device compatibility

OPEN Lahore Website | WordPress

[Live Site](#)

- Customized WordPress themes and plugins to enhance functionality and user experience Ensured responsiveness and optimized performance for seamless navigation

Shaheer Foods Website | WordPress

[Live Site](#)

- Developed and maintained the WordPress website, integrating plugins to ensure optimal performance and user engagement.

Technical Skills

Languages :

- JavaScript
- HTML/CSS
- C/C++

Framework :

- WordPress
- Tailwind CSS
- Bootstrap

SQA & Testing Tools :

- Manual Testing
- Bug Tracking (Jira, Trello, Teams)
- API Testing (Postman)
- Cross-Browser & Mobile Testing

Developer Tools :

- Git, Postman
- Google Cloud Platform
- VS Code, Visual Studio

Education

Bachelor's Degree

COMSATS University of Information Technology
Sahiwal Campus, Punjab, Pakistan