+92 309 3552780 | Rimsha.imtiaz12@gmail.com | Model Colony, Malir, Karachi

Rimsha Imtiaz   CMS DEVELOPER & QUALITY ASSURANCE ANALYST

Withover5 yearsof experienceinwebdevelopment, I specialize in CMS development, including platforms like Shopify,WordPress, Wix (e.g). along with expertise in HTML and CSS. I have a proven track record of delivering high-quality, responsive, and user-friendly websites. Additionally, I bring 2 years of experience as a Manual QA Engineer, ensuring software quality through rigorous testing, bug tracking, and attention to detail. I also possess strong SEO skills, including on-page SEO and backlinking strategies, to optimize website performance and visibility. My combined technical, QA, and SEO expertise allows me to create robust, error-free, and high-performing digital experiences.

Experience

CMS DEVELOPER - Zles Technologies
Jan 2023- Present As a web developer with mid-level manual QA skills, I design, build, and maintain websites using CMS platforms, I create style guidelines, test plans, and resolve issues through testing or feedback. Additionally, I optimize web traffic, manage updates, and collaborate on e-commerce strategies to deliver seamless user experiences.

CMS DEVELOPER / QA - Sasol Digital Hub
May 2022- Dec 2022

As a web developer with mid-level manual QA skills, I design, build, and maintain websites while reviewing system specifications, executing manual tests, and documenting defects. I report bugs, provide usability feedback, and ensure software quality, supporting both development and testing to deliver seamless, high-performing web solutions.

CMS DEVELOPER / Seo - Ziltex Pvt Ltd
Oct-2020- Oct 2021

As a CMS developer, I specialize in building and customizing WordPress websites, leveraging HTML, CSS, and WooCommerce to design tailored themes, features, and robust e-commerce solutions. I create mobile-responsive, SEO-optimized sites with a focus on usability, speed, and accessibility. My expertise includes setting up product listings, payment gateways, and shipping configurations, as well as implementing backlinking strategies and enhancing site performance for optimal user experience.

FRONTEND DEVELOPER - Outsorce Mantra
Sep-2019- Sep 2020

I design and develop responsive websites using platforms like Shopify, WordPress, Wix, Squarespace, and custom HTML/CSS solutions, including CMS and e-commerce sites. I create optimized landing pages in HTML5 and CSS, ensuring cross-browser compatibility and daily content updates to support marketing needs. With a focus on performance, I build fast-loading websites achieving PageSpeed scores above 80%, while balancing 50% development and 50% task management responsibilities, and writing supporting code for web applications and sites.

Education

Masters of Computer Science (MCS) - Karachi Institute of Economics & Technologies (PAF kIET)

Main Subjects

Completed 2024

- Computer Science

Bachelor of Arts - University of Karachi   *Completed 2014*

Main Subjects

- Education
- Economic
- International Relations (IR)

Certifications   **Aptech Computer Education (Shahra-e-Faisal), karachi**   *Completed 2016*

Diploma of Information Technologies

- (Software Engineering): ACCP,I-PRO

Technical Skills

- **Web Development:** HTML, CSS, JavaScript, jQuery
- **CMS Platforms:** WordPress, Shopify, Wix, Squarespace
- **E-commerce:** WooCommerce, Shopify, payment gateway integration
- **Responsive Design:** Mobile-first development, cross-browser compatibility
- **SEO:** On-page SEO, backlinking, PageSpeed optimization
- **Tools:** Git, VS Code, Chrome DevTools, Figma, Adobe XD
- **Frameworks/Libraries:** Bootstrap (basic)
- **Testing:** Manual QA, bug tracking, cross-device testing
- **Performance Optimization:** Fast-loading websites, image optimization, caching
- **Task Management:** Agile methodologies, project coordination

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Managerial Skills

- **Project Management:** Planning, scheduling, and coordinating web development projects to meet deadlines.
- **Team Collaboration:** Leading cross-functional teams, including designers, developers, and QA testers, to deliver high-quality results.
- **Task Prioritization:** Balancing multiple tasks and responsibilities, ensuring efficient workflow and timely delivery.
- **Client Communication:** Liaising with clients to understand requirements, provide updates, and ensure satisfaction.
- **Resource Allocation:** Managing resources, tools, and budgets effectively to optimize project outcomes.
- **Problem-Solving:** Addressing challenges, resolving conflicts, and making data-driven decisions to keep projects on track.
- **Performance Monitoring:** Tracking team progress, identifying bottlenecks, and implementing improvements.

Language

- English Speaking(Intermediate)
- English Written (Proficient)