

# Muhammed Shafeek

WORDPRESS DEVELOPER | CREATIVE DESIGNER

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## About Me

Experienced WordPress Developer specializing in building responsive, SEO-friendly websites. Successfully completed independent projects, including PC Cartridge, Bath Spa UAE, and Metaverse Age websites, showcasing a strong focus on user experience and creative UI design. Proficient in using Elementor, integrating custom plugins, and optimizing website performance. Additionally skilled in SEO optimization, graphic design, and digital marketing, offering a well-rounded approach to enhancing online presence and brand visibility.

## Work Experience

### Creative Designer & Web developer (remote)

Mar 2025 - Present(sacs creative media, sharjah)

- Designed and developed responsive WordPress websites with strong UI UX focus.
- Optimized website performance and implemented on page SEO to improve search rankings.
- Created graphic and digital design assets aligned with brand identity.
- Collaborated with clients to deliver customized web solutions.

### Digital Media Specialist, Bath Spa University -Rak ,UAE

Aug 2023 - Dec 2023

- Managed and enhanced the university's WordPress site, adding features and optimizing content for user experience.
- Improved search rankings through SEO audits and on-page strategies.
- Created graphic content like posters, brochures, and magazine covers, aligning with branding.
- Collaborated with the marketing team to boost website traffic and engagement.

### Freelance creative designer & web developer

Sep 2021 - present

- Managed and enhanced the university's WordPress site, adding features and optimizing content for user experience.
- Improved search rankings through SEO audits and on-page strategies.
- Created graphic content like posters, brochures, and magazine covers, aligning with branding.
- Collaborated with the marketing team to boost website traffic and engagement.

## Educational Background

### Diploma in Web Designing & Web Development

Arena Animation | 2021 - 2023

- Specialized in WordPress, HTML/CSS, JavaScript, and PHP for custom and CMS-based websites.

### Diploma in Graphic Design

Impasto Institute of Graphic Design | 2017 - 2018

- Focused on Adobe Creative Suite, branding, and visual content creation

## Contact

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## Skills

### Core Skills

- **Development:** ui/uxdesign ,Custom themes, Elementor, Plugin Integration, Performance Optimization, WooCommerce **Web Design:** HTML5, CSS3, JavaScript, PHP, Bootstrap, Figma, Responsive Design SEO Optimization: On-page SEO,
- Technical SEO, Keyword Research, Google Analytics, SEMrush, Speed Optimization, SEO Audits **Graphic Design:** Adobe Photoshop, Illustrator, InDesign, Branding, Brochures, Flyers, Magazine Covers **Technical Tools:** Git, Google Tag Manager, Zapier, Shopify, Elementor Pro, Visual Composer, WPBakery

### Key Projects (independent)

- PC Cartridge: Developed a user-friendly website for printer accessories Bath Spa
- UAE: Created an SEO-optimized website for Bath Spa University UAE
- Metaverse Age: Designed an interactive UI for an institutional website Portfolio:
- Maintains mdstechads.com, showcasing independent web and design work.

## Languages

- Malayalam
- English
- Arabic(Read &write)

## Certification/Short Courses

- Digital marketing -CDA calicut
- HubSpot Content Marketing
- Semrush SEO Fundamentals
- Tbm Academy ecommerce & Shopify development course