

IZALFA AMJAD

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Garden West, Karachi

FULL-STACK DEVELOPER

A versatile Full Stack Developer and UI Designer with extensive experience in front-end and back-end technologies, graphic design, and sales strategies. Adept at delivering responsive, user-friendly applications with clean UI/UX design. Skilled in developing e-commerce platforms and integrating creative tools into development workflows. Proficient in HTML, CSS, JavaScript, and PHP frameworks like Laravel, with a focus on SEO and performance optimization.

STRENGTHS AND EXPERTISE

HTML, CSS, JavaScript
jQuery, Bootstrap5

PHP, Laravel Framework
Sales Executive

UI/UX (Figma, Adobe Illustrator)
Photoshop

Search Engine Optimization
Shopify Development

SQL, Database Management
Debugging and Performance

Responsive Design
C#, Next.js, React

EXPERIENCE

Game UI Developer

Zyberstar Inc. (Canada)

Developed intuitive and visually appealing UI designs for games, enhancing player experiences. Conducted testing and iterations to refine game interfaces and ensure usability. Collaborated with developers to integrate UI components seamlessly into game engines.

React/Next.js & Backend Developer

BTI Textile Company (Pakistan)

Built and maintained scalable backend systems using React and Next.js frameworks. Developed and optimized APIs for seamless data integration between front-end and back-end systems. Improved system performance by streamlining processes and implementing best practices.

Graphic Designer

MaharatbyJaveria (Canada)

Created innovative designs for products sold on Etsy, focusing on unique and marketable aesthetics. Delivered high-quality designs aligned with client specifications and market trends. Contributed to the company's success by elevating product appeal and driving sales.

Writer/Blogger

Convert B2B (Turkey)

Authored engaging articles and blogs for a range of B2B marketing campaigns. Focused on creating impactful content to improve brand visibility and attract target audiences. Played a pivotal role in enhancing online engagement and driving traffic to client platforms.

Sales Expert

Codepluse Company (Canada)

Designed and implemented effective sales strategies to enhance revenue growth and client acquisition. Provided tailored e-commerce solutions using Shopify, ensuring client satisfaction and loyalty. Played a key role in building strong relationships with clients, boosting retention rates by 20%.

EDUCATION

Aptech Garden – A.C.C.P 2.0 (Advanced Certified Computer Professional)

2023 – Present

- Relevant Coursework: Web Development, Database Management, Object-Oriented Programming, UI/UX Design, SEO, Project Management.
 - Key Skills Acquired: Full Stack Development (PHP, Laravel, MySQL, JavaScript, Bootstrap), UI/UX Design (Figma, Adobe Illustrator), Responsive Web Design, Database Administration.
 - Notable Projects:
 - E-commerce Website: Developed an e-commerce platform using PHP, integrating a MySQL database and secure payment gateways.
 - Portfolio Website: Designed and developed a personal portfolio using HTML, CSS, and Bootstrap, showcasing design and development projects.
 - Achievements: Consistently ranked among top students in the cohort for programming assignments and web development projects.
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CERTIFICATIONS:

Frontend Development with Vue.js

Aptech Garden Center (December 2023)

Participated in a specialized workshop focused on designing frontends using Vue.js.

Web Development Fundamentals

6-Month Certificate Course

Completed a 6-month certification covering HTML, CSS, JavaScript, jQuery, and Bootstrap 5.

Full Stack Development

6-Month Certificate Course

Achieved proficiency in SQL, PHP, and Laravel through a 6-month full stack development course.

UI/UX Design & SEO

6-Month Certificate Course

Gained expertise in UI/UX design (Figma), SEO, and web optimization practices through this extensive 6-month certification.

Shopify Development

Aptech Garden Center (September 2023)

Participated in a specialized workshop focused on Shopify Development.

Adobe Suite (Illustrator, Photoshop)

Aptech Garden Center (November 2023)

Participated in a specialized workshop focused on Graphic designing.