



ARIFA BATOOL

Web Developer, UI/UX
Designer, and Graphic
Designer

ABOUT ME

Web Developer, UI/UX Designer, and Graphic Designer skilled in creating responsive websites, intuitive interfaces, and engaging visuals using tools like WordPress, Figma, and Photoshop etc.

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- 🌐 <https://simplifyit123.github.io/Portfolio>
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LANGUAGE

- English (fluent)
- Urdu (Native)
- Hindi (fluent)

SKILLS

- Web Developer
- UI/UX Designer
- Graphic Designer
- WordPress Specialist
- Front-end Developer (HTML, CSS, Javascript and React)

EXPERIENCE

Modern Web Solutions

April 2022 - March 2024

Developed custom WordPress websites, including portfolio sites, blogs, and e-commerce platforms, tailored to client needs. Integrated plugins like Elementor and MetForm to enhance website functionality and improve user experiences.

NextGen Tech Design

March 2022 - May 2025

Designed and developed responsive websites and mobile applications for various clients, focusing on user-centric designs and intuitive functionality. Built modern, responsive websites using WordPress, HTML, CSS, and JavaScript, ensuring seamless user experiences across devices.

Modern UX Studios

June 2020 - February 2022

Crafted interactive prototypes and high-fidelity mockups for mobile and web applications, utilizing tools like Figma, Adobe XD, Photoshop and Canva. Conducted user research and usability testing to enhance product designs, resulting in improved user engagement.

EDUCATION

University of Lahore

Bachelor of Applied Science (BASc), Computer science
2016-2020

Certifications & Training

UI/UX Design Certification

Coursera-2020
Comprehensive training in Figma, user interface design, and user experience principles.

Advanced Web Development Bootcamp

Udemy-2022
In-depth exploration of modern web technologies and responsive design.

WordPress Development & Plugins Mastery

PixelWP Studio-2019
Hands-on experience in building and customizing WordPress websites.