



# Usman Yasin

SFCC Front End Developer | WordPress Developer  
at Aiva Creative

Experienced Front End Developer with expertise in HTML, CSS, and JavaScript. Skilled in developing user interfaces and experiences for both SFCC and WordPress websites. Proficient in collaborating with designers and back-end developers to ensure technical requirements are met. Passionate about delivering high-quality user experiences and staying up-to-date with the latest front-end development trends and technologies.

## Contact Info

03455904747  
itsuxmaan@gmail.com  
<https://www.linkedin.com/in/usman-yasin-082933192/>  
Star Colony Depalpur  
Lahore, Pakistan

## Strengths & Skills

### Technical Skills

- ✓ SFCC
- ✓ HTML & CSS
- ✓ Bootstrap
- ✓ React.js
- ✓ JavaScript
- ✓ Git Hub
- ✓ Agile
- ✓ PHP

### Soft Skills

- ✓ MS Word
- ✓ Visual Studio Code
- ✓ JIRA
- ✓ Counseling
- ✓ Communication Skills
- ✓ Problem Solving

### E-commerce Development

- ✓ WordPress
- ✓ WooCommerce
- ✓ Shopify
- ✓ Webflow
- ✓ Drupal

### Web Design

- ✓ Adobe Creative Cloud
- ✓ Adobe Photoshop
- ✓ Adobe XD
- ✓ Figma

## Academics

Title	Institute	Score	Date
BS Software Engineering COMSATS Institute of Information	BS Software Engineering COMSATS Institute of Information, Sahiwal	2.5 CGPA	2022

## Experience 2 years

Company	Designation	Duration	
Aiva Creative	SFCC Front End   WordPress Developer	Apr 2022 - Present	1.1 years
COMSATS Institute of Information Technology Islamabad - Sahiwal Campus	WEB DESIGNER LAB ATTENDANT	Feb 2020 - Jan 2021	11 months

## Work History

Aiva Creative	Apr 2022 - Present (1.1 years)
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SFCC Front End   WordPress Developer	Lahore, Pakistan
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### SFCC Front End Developer:

- Developing responsive and mobile-friendly website layouts using HTML, CSS, and JavaScript.
- Collaborating with designers and back-end developers to ensure that website designs are implemented correctly and meet technical requirements.
- Creating and optimizing website graphics and images.
- Ensuring website accessibility and compliance with web standards.
- Conducting code reviews and providing recommendations for improving website performance and scalability.
- Providing consultation to clients on the best practices for front-end development within the Salesforce Commerce Cloud ecosystem
- Conducting system testing and quality assurance to ensure that the Salesforce Commerce Cloud website is functioning as intended.
- Providing training to clients on the use of the Salesforce Commerce Cloud front-end development tools.

### WordPress Developer:

- Developing custom WordPress themes using HTML, CSS, and PHP.
- Collaborating with designers and content creators to ensure that website designs are implemented correctly and meet client requirements.
- Ensuring website accessibility and compliance with web standards.
- Conducting code reviews and providing recommendations for improving website performance and scalability.
- Providing consultation to clients on the best practices for WordPress development.
- Conducting system testing and quality assurance to ensure that the WordPress website is functioning as intended.
- Providing training to clients on the use of the WordPress CMS and development tools.

## WEB DESIGNER LAB ATTENDANT

Sahiwal, Pakistan

As a Web Designer lab attendant from 2020 to 2021, I gained valuable hands-on experience in web design and development. I worked closely with experienced professionals, learning the latest tools and techniques in the field. Through this opportunity, I was able to hone my skills and develop a deeper understanding of design principles, user experience, and front-end development.

## Projects

### ZOZAZA

<https://www.zozaza.com/>**Tools:** WordPress | Elementor | woo commerce

As the creator of Zozaza, an online store built on WordPress with Elementor design and WooCommerce functionality, I am responsible for bringing this fashion-focused marketplace to life. My roles and responsibilities include:

1. Designing and developing the website: Using my expertise in Elementor and WordPress, I built a beautiful, responsive website that showcases our products and provides an intuitive shopping experience for customers.
2. Managing inventory and product listings: As the store owner, I am responsible for managing our product inventory, ensuring that our listings are up-to-date, and adding new products to our online store.
3. Optimizing the checkout process: To maximize conversions and improve the user experience, I've implemented streamlined checkout procedures and integrated payment gateways to ensure seamless transactions.
4. Managing customer support: As the primary point of contact for customer inquiries, I prioritize timely responses and resolutions to any issues or concerns that arise.
5. Analyzing and improving website performance: By monitoring website traffic, conversion rates, and other metrics, I constantly look for opportunities to optimize our site and improve our customers' shopping experience.

In summary, I am responsible for creating and managing a fully functional online store that provides a seamless and engaging shopping experience for fashion-conscious customers.

### Aiva Creative

**Company:** Aiva Creative / Aiva Creative<http://aivacreative.com/>**Tools:** WordPress

As the creator of Aiva Creative, an online website designed and developed using WordPress and Elementor, I am responsible for providing a range of services to businesses seeking to optimize their digital presence. **My roles and responsibilities include:**

1. Creating a user-friendly website: Using my expertise in Elementor and WordPress, I have designed and developed a website that is visually appealing, easy to navigate, and provides a seamless user experience.
2. Offering Salesforce services: We specialize in Salesforce consulting, implementation, and customization services, helping businesses optimize their customer relationship management processes.
3. Providing Shopify and Magento services: We offer Shopify and Magento store setup, customization, and ongoing support to help businesses grow their eCommerce operations.
4. Providing staff augmentation and team packaged services: We offer staffing solutions and team packages to help businesses scale their operations and manage projects more effectively.
5. Offering UX/UI design services: We create user-centric designs that help businesses improve their online presence and customer engagement.
6. Custom development: We offer custom development services to build tailored solutions that meet our clients' unique business needs.
7. Analyzing website performance: By monitoring website traffic, engagement rates, and conversion rates, I constantly look for opportunities to optimize our site and improve our clients' experience.

In summary, my main objective is to help businesses achieve their digital goals by providing high-quality services related to Salesforce, Shopify, Magento, staffing, UX/UI design, and custom development. I strive to ensure that our website is user-friendly, visually appealing, and effective in delivering top-notch services to our clients.

### Sammy Vals

<https://sammyvals.com/>**Tools:** WordPress | Elementor | Unyson

**As the creator of Sammy Vals, an online call center website built on WordPress with Elementor and Unyson, my roles and responsibilities include:**

1. Designing and developing the website: Using my expertise in Elementor and WordPress, I built a website that showcases our services and provides an easy-to-use interface for our clients.
2. Providing call center services: As a call center website, we provide inbound and outbound call center services for our clients.
3. Offering digital marketing and SEO services: We help businesses increase their online visibility through our digital marketing and search engine optimization services.
4. Providing lead generation services: We assist our clients in generating quality leads through our lead generation services.
5. Offering HR and virtual assistant services: We provide HR and virtual assistant services to help our clients manage their day-to-day operations.
6. Providing eCommerce support: We assist businesses with their eCommerce needs, including order processing and customer support.
7. Analyzing and improving website performance: By monitoring website traffic, engagement rates, and conversion rates, I constantly look for opportunities to optimize our site and improve our clients' experience.

In summary, I am responsible for creating and managing a fully functional call center website that provides a range of services to businesses, including digital marketing, lead generation, and eCommerce support. I ensure that our website is user-friendly, responsive, and effective in delivering high-quality services to our clients.

## SFRA

**Company:** Aiva Creative

As a Salesforce Commerce Cloud Developer for Lighting New York, you will play a crucial role in developing and maintaining an engaging and user-friendly online store. You will work closely with cross-functional teams to implement customizations and ensure the timely delivery of high-quality projects. You will be responsible for optimizing site performance and user experience, troubleshooting technical issues, and staying up-to-date with the latest industry trends and best practices. If you are passionate about front-end development and have experience with the Salesforce Commerce Cloud platform, we would love to hear from you.

## Aiva Sol

**Company:** Aiva Creative

[www.aivasol.com](http://www.aivasol.com)

**Tools:** WordPress | Elementor

Experienced developer with a strong background in WordPress Elementor development, with a particular focus on creating websites for services companies. Skilled in collaborating with clients to understand their specific needs and goals, and in using WordPress Elementor to deliver custom solutions that meet those needs. Knowledgeable about the Aiva Sol platform and its services, with experience both joining as a developer and using the platform to hire full teams. Committed to delivering high-quality work that exceeds client expectations and achieves business goals.

## Intellectual Cloud

<http://s898605345.onlinehome.us/>

**Tools:** WordPress | Elementor | Slider Revelation | Essential Addons

As a web developer, I designed and developed the Intellectual Cloud website using WordPress, Elementor, Slider Revelation, and Addon. The website is focused on providing services related to intellectual property and includes features such as custom-designed pages, interactive sliders, and specialized add-ons.

Through my work on Intellectual Cloud, I gained expertise in WordPress, Elementor, Slider Revelation, and Essential Addons. I leveraged these tools to create a visually appealing and user-friendly website that effectively communicates the company's services and mission to visitors.

Overall, my experience working on Intellectual Cloud has strengthened my skills in web development and has provided me with valuable experience in designing and developing websites that meet the needs of both clients and users.

## ⚙ Industries

- software house

## 🔊 Languages

- English - Native
- Punjabi - Native
- Urdu - Native

## ✳ Functional Areas

- Planning & Development

## ★ Hobbies

- Gaming
- Research