Syed Waseem Hassan Kazmi

Software Engineer | Front-End Developer | WordPress Developer | UI/UX Designer | SEO

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PROFILE OVERVIEW:

Results-driven developer having 3+ years of experience in software development, web development, SEO, graphic design, and user experience optimization. Adept at building and managing responsive websites, optimizing WordPress themes, improving SEO rankings, and creating engaging UI/UX designs. Passionate about delivering visually compelling and high-performing digital solutions that enhance user experience and business growth.

CORE COMPETENCIES:

- **Frontend & Web Development:** HTML, CSS, JavaScript, WordPress, Elementor, WPBakery, PHP
- **UI/UX & Graphic Design:** Figma, Adobe XD, Photoshop, Illustrator, Responsive Web Design
- **SEO & Web Performance:** On-Page & Off-Page SEO, Google Analytics, Technical SEO, Page Speed Optimization
- **Database & CMS Management:** MySQL, SQL Server, CMS Customization, Website Security
- **Tools & Methodologies:** Git, Agile (Scrum), Visual Studio Code, AWS, CRO (Conversion Rate Optimization)

PROFESSIONAL EXPERIENCE:

➤ **Website Designer & Developer in EC Group | Twickenham, UK | Year April 2025 to Till Date**

- Developed and Customized over 100+ WordPress websites using Elementor and other page builders, continually enhancing design quality and site functionality based on client feedback.
- Optimized hosting environments by streamlining domain and hosting setup across platforms like Hostinger, Bluehost, SiteGround, and GoDaddy—resulting in reduced setup time and improved deployment efficiency
- Mastered template customization, improving turnaround time by 30% while ensuring responsive, high-performance designs tailored to client needs.
- Enhanced UI/UX standards across projects by applying modern web design principles, increasing user engagement and retention metrics.
- Implemented on-page SEO strategies, leading to an average traffic growth of 70% across client websites.
- Improved site performance by optimizing speed, mobile responsiveness, and security, using tools like GTmetrix and PageSpeed Insights.
- Managed 5–10 concurrent web projects, consistently delivering high-quality outcomes on time and within scope.
- Created and formatted multimedia content, enhancing content presentation and aligning it with brand messaging.
- Leveraged Google Analytics and Search Console, delivering data-driven performance reports and actionable insights to clients.
- Strengthened client relationships through effective communication and collaboration with cross-functional teams, contributing to a 90% increase in client retention or satisfaction.

➤ **Website Developer in Recruitico | Offshore Remote Staff (Milton Keynes, UK) Year 2021-2022**

- Developed and optimized WordPress-based websites, implementing custom themes, Elementor, WPBakery, and custom plugins.
- Improved SEO rankings and site performance, leading to a 30% increase in organic traffic.
- Provided technical support, website maintenance, and security updates.

- Conducted UX research and UI enhancements, improving customer retention rates.
- Conducted code reviews, provided constructive feedback, and mentored junior developers to maintain quality.

➤ **Software Engineer & Data Analyst in AWB NEXT LTD (USA)**
Year 2020-2021
- Designed and developed an internal ERP system to automate manual paperwork, integrating core business functions like inventory, billing, and reporting into a single platform. This improved efficiency, reduced errors, and enhanced data accessibility, streamlining workflows across teams.
- Enhancing & ensuring the business's online presence, captivate target markets, each site aligned with the mission and goals by incorporating modern design elements and maximizing performance
- Implemented agile method to streamline planning, reduced software development time.
- Identified and fixed vulnerabilities in the code to maximize the performance and security.

➤ **Frontend Designer and Developer in SONYA TRAVEL LTD**
Year 2018-2019.
- Developed 5+ business websites, increasing traffic by 95% through SEO and user experience improvements.
- Designed logos, banners, and digital assets for web and social media marketing.
- Implemented mobile-first web design principles, ensuring 100% responsiveness.
- Served as a Frontend Developer with understanding of Galileo, Amadeus, and Sabre, including GDS procedures and operations.
- Helped in gathering software requirements for new initiatives, engaging in E- Marketing for organizational websites, handling ticket bookings and confirmations, and meeting project requirements and aims within set timelines

EDUCATION:

Title: MSc Software Engineering with Advanced Research   **Year:** 2023-2025
University: University of Hertfordshire, United Kingdom
Final Year Research: Prediction of Heart Disease using Machine Learning Algorithm **(Distinction)**

Title: BSc Software Engineering   **Year:** 2013-2017
University: COMSATS University, Pakistan
Final Year Project: Smart Traffic Monitoring System: Real-Time Vehicle Counting for Urban Traffic Management

CERTIFICATIONS:
- AWS Cloud Practitioner Essentials (2024)
- WordPress Development Certification (2021)
- Google Analytics & SEO Certification (2021)
- Graphic Design Certification (2021)
- Frontend Development (2025)

ACHIEVEMENTS:
- **Distinction** in MASTERS (UNITED KINGDOM)
- **Event Winner: 1st position** final year project in **OPEN HOUSE** at COMSATS UNIVERSITY.