

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)

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
- **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

PROFESSIONAL EXPERIENCE:

- **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

➤ **IT ASSISTANT at UFONE**

CERTIFICATIONS:

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

ACHIEVEMENT:

- **Event Winner: 2nd Runner Up** for final year project in **OPEN HOUSE** at COMSATS UNIVERSITY.
- **Distinction** in MASTERS (UNITED KINGDOM)