

FARZAN ALI

WORK EXPERIENCE

Kelly Jordan Family Law – *Freelance Web Designer/Developer*. JAN 2021

kellyjordanfamilylaw.com/billing

- Communicated remotely with designer to adapt wireframe onto live webpage.
- Developed HTML front-end and integrated online payment processing using Moneris platform by initializing a hosted pay-page on Moneris' back-end.

Vedic Astrology Center – *Freelance Web Designer*. JULY 2020

vedicastrologycentre.com

- Communicated with client to overhaul and redesign website for a more modern experience.
- Client goal was to preserve media and info from previous site, so design was centered around heavy usage of images to promote client business and branding.

Data For Good – *Volunteer Web Designer/Developer*. Toronto, ON. APR 2017 – JAN 2018

- Collaborated with DFG team to overhaul website through applying organization branding specifics and making the site mobile friendly.
- Used WordPress CMS to create additional blogging microsites for different chapters based around Canada.

Firefly Creative Inc. - *Web Designer/Developer*. Toronto, ON. JUNE 2016 – JUNE 2018

Worked with HTML, CSS, and JS to code and launch several websites for a range of different clients.

Kelly Jordan Family Law – kellyjordanfamilylaw.com

- Self-taught JS animation to integrate into website layout.
- Worked closely with graphic designer to code given layouts/wireframes.

UFCW Workers' Union – ufcw175.com

- Coded HTML WordPress template and styles, while collaborating with graphic designer on wireframing.
- Migrated posts and media from previous site by moving MySQL database to new site.
- Maintained site updates and applied SEO work after launch to increase search rankings.

Rutherford & Mathews - rutherfordmathews.com

- Client goal was a site to showcase their bios and educate readers in legal procedure and provide tips, so we used the WordPress CMS allowing the clients to publish news posts and update site content on the fly.
- Created promotional landing page to generate interest and conversions prior to site launch
- Integrated newsletter sign-ups using Mailchimp platform to automate registration and email blasts.

CONTACT

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SKILLS

- HTML, CSS, JS
- Python
- Java
- OOP
- VBA
- Responsive Web Development
- SEO
- Email templating & automation
- Microsoft Office
- CMS
- E-Commerce

PROJECTS

Vending Machine App

<https://github.com/zancrash/vend-o-matic>

- Uses Java Swing and OOP to emulate a vending machine interface, users can choose different food options, and payment options, item stock updates depending on items chosen.

Movie App

<https://github.com/zancrash/popflix>

- Integration of third-party API through ReactJS allows users to browse between movies and shows, and display media stats, ratings, genre, run-time, etc.

Weather App

<https://github.com/zancrash/weather-app>

- Used ReactJS to integrate third party API to create an interactive app to display weather data depending on city and country.

EDUCATION

Wilfrid Laurier University, Waterloo, ON. – Sept 2019 - Present

BSc in Computer Science

Seneca College, Toronto, ON. – Sept 2014 – Apr 2016

Diploma in Applied Arts and Technology