MUHAMMAD ALI QURESHI

Website Developer

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SUMMARY

Experienced developer proficient in a versatile set of technologies, including React and JavaScript for building dynamic and responsive web interfaces, WordPress for content management and customizable website development, and Unity for crafting interactive and immersive experiences. Solid foundation in HTML and CSS for crafting engaging front-end designs. Equipped with a comprehensive skill set to deliver high-quality software solutions across a range of platforms.

EXPERIENCE

Senior Website Developer

QTECH INTERNATIONAL

07/2022 – Present   Dubai, United Arab Emirates

Expertly developed dynamic and high-performing websites using **MERN stack, Laravel, Shopify, and WordPress**, alongside engaging **Unity** applications. Proficient in leveraging modern technologies like **Tailwind CSS**, **Next.js**, **TypeScript**, and **GraphQL** to create responsive, scalable, and visually compelling user experiences. Focused on user-centric design, optimized performance, and seamless integration, delivering top-tier, intuitive web applications across diverse platforms.

- Designed and developed scalable web applications with modular, component-based architecture, ensuring efficient data handling and seamless front-end and back-end integration.
- Created responsive, dynamic user interfaces with tools like Tailwind CSS, focusing on cross-browser compatibility and optimal performance.
- Built and optimized RESTful APIs to support smooth data flow, leveraging efficient database management techniques and enhancing application performance.
- Implemented authentication mechanisms and security measures to safeguard user data, conducting thorough testing and debugging.
- Developed custom themes and plugins, adhering to coding standards, and optimized websites for SEO and loading speed.
- Used Git for version control and streamlined workflows with packages and tools to increase development productivity.
- Focused on continuous updates, maintenance, and security enhancements to ensure high performance and reduce vulnerabilities.

Website / Unity WebGL Developer

Freelance

05/2019 – Present   World

As a freelancer, I mastered a diverse range of technologies, focusing on creating seamless, user-centric experiences across React, WordPress, and

AREA OF EXPERTISE / SKILL

React • MERN STACK •

Wordpress • CMS • HTML • CSS •

Javascript • SEO • Unity •

Designing • Ecommerce • Simple

Automation • Responsive Website

Design • ThreeJS • UI/UX • Git •

Restful API • Project Management

• Web Speed Optimization •

Problem Solving • C# • Bootstrap •

Next JS • Node JS • Express JS •

Babel

LANGUAGES

English • Professional

Urdu/Hindi • Native

SOFTWARES

Photoshop • Illustrator • Figma •

XD • Blender • Fusion360 • Maya •

Canva • VS code • Unity Game

Engine • Trello

Certificates

Computer Course

Punjab Institute of Computer Science University

Unity. My work involved custom component development in React, theme and plugin optimization in WordPress, and visually engaging 2D and 3D applications in Unity. I prioritized performance, responsive design, and effective client collaboration to deliver high-quality projects.

- Developed custom React components for dynamic, cross-device functionality.
- Specialized in theme and plugin development for responsive WordPress sites, ensuring smooth UX.
- Created visually striking 2D and 3D WebGL games and applications with Unity, optimizing for performance.
- Practiced version control and collaborated with clients for efficient, tailored project outcomes.
- Applied strong UX/UI design and SEO best practices across projects for high user engagement.

Ecommerce Executive

HEALTH CHOICE GENERAL TRADING

11/2021 – 06/2022   Dubai, United Arab Emirates

Experienced E-commerce Managing Executive with a proven track record in overseeing and optimizing online retail operations. Skilled in driving revenue growth, enhancing customer experiences, and implementing effective strategies across leading e-commerce platforms including Amazon, Noon, Mumzworld, Cartlow, Dubaiworld, Medcart, Letstango, and Talabat.

- Proficient in orchestrating seamless setup of e-commerce stores across diverse platforms, complemented by adept application of advanced SEO techniques to amplify online visibility and user engagement.
- Spearheaded strategic development and implementation of plans to drive heightened sales and bolster market share across multiple prominent e-commerce platforms.
- Demonstrated adept leadership in overseeing cross-functional teams, streamlining operational workflows, and effecting efficiency enhancements in order fulfillment, inventory management, and customer support.
- Cultivated and nurtured fruitful relationships with suppliers, skillfully negotiating favorable terms and optimizing the range of available products.
- Employed data-centric insights garnered from analytics to meticulously monitor performance indicators, discern evolving trends, and execute well-informed decisions to foster continual advancement.
- Pioneered initiatives aimed at refining user experience, elevating website usability, fine-tuning conversion rates, and seamlessly enhancing the overall trajectory of the customer journey.

EDUCATION

Associate Degree of Sciences

RIPHAH INTERNATIONAL UNIVERSITY

2019 – 2021   Sargodha, Pakistan