

# ZUNAIRA ASHRAF

## WORDPRESS WEB DESIGNER

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I am a WordPress Web Designer with expertise in Elementor, WooCommerce, and converting Figma/PSD designs into fully functional websites. With 1 year of experience, I create responsive, user-friendly websites that focus on client satisfaction and business growth. Whether it's a simple portfolio site or a complex e-commerce platform, I build solutions that are visually appealing and optimized for performance and SEO.

### AREA OF EXPERTISE

- Adobe Illustrator
- Canva , Chatgpt
- SEO basic ( Tools like Yoast SEO, Rank Math)
- WooCommerce
- HTML, CSS, JavaScript
- Word , Excel
- Design (Figma/PSD) to WordPress
- Graphic design
- WordPress Development
- Elementor Page Builder
- E-commerce Solutions

### PROFESSIONAL EXPERIENCE

#### Web Development

Dec 2020 - May 2021

- We build a complete E-Commerce website using
- Front-end languages: HTML, CSS, JavaScript
- Back-End- languages: C#
- Framework: .net
- Pattern: MVC

#### Web Design And Development

Sep-2024 Present

- Acquiring proficiency in domain and hosting setup, including practical steps for registration and linking hosting with domains.
- Hands-on learning of WordPress dashboard, customizing premium themes, and installing essential plugins (Elementor, WooCommerce, Yoast SEO).
- Building skills in e-commerce website development, managing products, payments, and extending functionality through WooCommerce extensions.
- Gaining expertise in website optimization, implementing SEO strategies, enhancing security, and ensuring speed improvements using tools like Google PageSpeed Insights.
- Currently learning to design custom websites with advanced layout building in Elementor, including homepages, contact pages, and product catalogs.
- Integrating social media, call-to-action buttons, and Google Maps for enhanced user experience.

## PROJECTS

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- Created a fully functional e-commerce website using WordPress and WooCommerce.
- Integrated payment gateways, product listings, and customer management features.
- Ensured the site was mobile-responsive and optimized for SEO.
- Added a newsletter signup form in the footer to receive updates on events and news.
- Customized the design to ensure it was modern and user-friendly, with easy navigation.
- Developed a professional portfolio website using Elementor for a client to showcase their work.
- Included contact forms, embedded Google Maps, and client information saving features.
- Focused on user experience and easy navigation.
- Converted Figma designs into fully functional WordPress websites.
- Ensured pixel-perfect design and responsive layouts across all devices
- Integrated features like user registration, profile management, and secure login.
- Created a content blog using WordPress, focusing on proper category management and easy navigation.
- Implemented a dynamic menu system to display blog categories, subcategories, and recent posts.

## EDUCATION

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**Bachelor of Science in Information Technology**      **2018 - 2022**

**University of the Punjab**

**Intermediate in ICS (Physics)**      **2016 - 2018**

**Punjab College PCW1**

## ADDITIONAL INFORMATION

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- **Languages:** English, Urdu
- **Certifications:** Web Development, WordPress Web Design Graphic Design, Full Attendance at School and College, English Career and Development.