

Farshad H.Naderi

More than 7 years of experience in designing, developing web pages with a proven history of working closely with stakeholders. Passionate about new UI/UX market trends, I am always looking for ways to enhance users' experience. I am a motivated self-learner and a team-player. My technical background and design knowledge helped me deliver multiple successful projects on-time over the past few years. Also, I have experience of working on Wordpress and SEO.

Email: forfarshad@gmail.com

Mobile: (647) 581-1247

Profile: [Linkedin](#)

Portfolio: forfarshad.com

EXPERIENCE

AgileGrow — *Freelance Web Developer & Designer*

May 2020 - Present

- Develop WordPress original themes from PSD design files (layered Photoshop/ Illustrator/ Sketch files), including pixel perfect conversion to web standards compliant HTML5 and CSS3, JavaScript & jQuery to create custom plugins and responsive design themes for clients.
- Monitor and gather analytics helping with improving page load speed, addressing crawl errors and improving UI/UX.
- Manage multiple WordPress websites including updates (core, theme, plugins), configuration of settings, and 3rd party integrations.
- Work with several Wordpress page builders such as Elementor, Avada, WPBakery, etc.
- Ensure consistent visitor experience, free of errors and interruptions across all webpages.
- Develop responsive and mobile-first solutions and SEO-friendly.

Vindad — *Co-founder & Product Designer (UI/UX)*

Oct 2017 - Dec 2020

- Collaborated with development team, providing wireframes and prototypes using Balsamiq or Adobe XD
- Designed dynamic web pages with Wordpress / Custom CMS based on PHP (Laravel framework).
- Implemented new features using Wordpress plugins
- Redesigned user interface of Landing pages with HTML5, Bootstrap 4 and JQuery.
- Maintained and improved user experience with Hotjar (Heatmaps and Behavior analytics tools)

SKILLS

HTML5, Javascript, JQuery, CSS, Bootstrap, PSD to HTML, SEO, Responsive Design, Wireframing, HTML to WordPress, Scrum, Digital Marketing

TOOLS

Photoshop, Illustrator, Adobe Xd, Balsamiq, Jira, Trello Git, VS Code, mamp, Google Analytics, Google Web console, Google Tag Manager, Hotjar, Invision, Figma

- Optimized web pages and blog posts SEO
- Monitored Google Analytics, Google Search Console and Google Tag Manager for better user experience and possible enhancements.
- Created content strategy base on content pillar method
- Performed ongoing Keyword research, analysing the competitors and link buildings for On-page and Off-page SEO
- Helped with establishing and running digital marketing and social marketing campaigns

Unesh — Co-founder & *Front-End Developer*

Oct 2016 - Oct 2017

- Designed and implemented dynamic custom web pages (PHP Laravel Framework) using HTML5, CSS3, Bootstrap and JQuery.

Pedrosoft — *Front-End Developer*

Jan 2013 - 2016

- Converted website designs PSD into HTML, CSS, JQuery.
- Collaborated with Back-End Developers to integrate user interface with server side.
- Developed and maintained the company custom CMS userInterface.

EDUCATION

Interactive Media Design

— *Seneca College* 2021 - Present

Bachelor of Computer Software Engineering

— *Azad University of Karaj* 2010 - 2014