

# Farshad Naderi

## Front-End Developer

With over a decade of experience in front-end and WordPress development, I have had the privilege of collaborating closely with diverse teams and stakeholders across various projects. My professional journey has been defined by a steadfast commitment to elevating user experiences, coupled with a passion for crafting responsive, intuitive, and engaging user interfaces. I am a motivated, life-long learner, and my technical background and design knowledge have helped me deliver multiple successful projects over the past many years.

## EXPERIENCE

### York University — *Full-time Web Developer*

Jan 2023 - Present - Toronto

- Develop and update web pages for the Faculty of Science Departments..
- Migrate the old website of the faculty members to the new WordPress template, and conduct training sessions for faculty members.
- Stay up-to-date with current web development trends and technologies to ensure that the Faculty of Science's website remains modern, accessible, user and SEO-friendly.
- Collaborate with the communications team to ensure that the Faculty of Science's website aligns with the York University brand guidelines.

### York University — *Part-time Web coordinator*

Jun 2021 - Dec 2022 - Toronto

- Developed faculty member's personal/lab websites with WordPress
- Created and updated new pages for the mechanical engineering website

### GroupFractal — *Freelance Front-End Developer*

Jun 2020 - Present - Montreal (Remote)

- Developed WordPress original themes from the PSD design files to web standards-compliant HTML5 and CSS3, JavaScript & jQuery
- Monitored and gathered analytics helping with improving page load speed, addressing crawl errors and improving UI/UX.
- Managed multiple WordPress websites, including updates (core, theme, plugins), the configuration of settings, and 3rd party integrations.
- Worked with several WordPress page builders such as Elementor,

## CONTACT

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## SKILLS

HTML5, Javascript, JQuery, CSS, Bootstrap, WordPress, Responsive Design, Banner Design, Wireframing, Graphic Design, SEO

## TOOLS

VS Code, Git, Figma  
Photoshop, Illustrator, Adobe Xd, Mamp, Google Web Console, Google Tag, Google Analytics,, Webflow

## SOFT SKILLS

- Teamwork
- Time management
- Creativity
- Work ethic
- Attention to detail

Avada, WPBakery, etc.

- Developed responsive and mobile-first solutions and SEO-friendly websites.

## **Vindad — Co-founder & Product Designer (Front-end Developer)**

Oct 2017 - Dec 2020 - Iran, Tehran

- Collaborated with the development team, providing wireframes and prototypes using Balsamiq or Adobe XD
- Redesign user interface of Landing pages with HTML5, Bootstrap 4 and jQuery.
- 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 based on content pillar method
- Performed ongoing Keyword research, analyzing the competitors and link buildings for On-page and Off-page SEO
- Helped with establishing and running digital marketing and social marketing campaigns

## **EDUCATION**

### **Interactive Media Design**

— *Seneca College* 2021 - 2022

### **Bachelor of Computer Software Engineering**

— *Azad University of Karaj* 2010 - 2014