

MUHAMMAD USMAN TARIQ

Professional Web Developer

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SUMMARY

Results-driven Web Developer and Designer with 4.5+ years of experience building dynamic, scalable websites and digital solutions for clients and agencies. Expert in WordPress, WooCommerce, PHP, HTML, CSS, and JavaScript, with strong capabilities in hosting/server management, newsletter campaigns, and social media content creation. Adept at client-facing communication, project coordination, and delivering high-quality solutions that align with business goals.

TECHNICAL SKILLS

Content Management & eCommerce

- WordPress (Dynamic Websites, Custom Post Types, JetEngine)
- WooCommerce (Store Setup, Customisation, Performance & Speed Optimisation)
- Shopify (Theme Customisation, Frontend & Backend Management)

Programming & Web Technologies

- PHP (Theme Customisation, Code Snippets, REST API Fundamentals)
- HTML5, CSS3, JavaScript (Core Concepts)
- jQuery, Bootstrap, Liquid

Hosting, Servers & Deployment

- cPanel, FTP, SSL Certificates, Staging Environments, Backups
- WHM, Rackspace, Linode

Email & Content Marketing

- Newsletter Campaigns (Campaign Monitor)
- Social Media Content Creation (Canva)

Professional Skills

- Client-Facing Communication
- Requirements Gathering & Stakeholder Coordination
- Cross-Functional Team Collaboration

EXPERIENCE

GoGo Marketing & Advertising Agency Ltd | Castle Donington, United Kingdom

Web Designer & Developer

(April 2024 - Present)

Developed and maintained WordPress and SilverStripe websites, including eCommerce platforms, ensuring smooth functionality, secure hosting, and optimized performance. Delivered client-ready websites that met branding and quality standards while maintaining operational compliance.

The Inkster's Marketing Agency | Lahore, Pakistan

Senior Web Developer

(January 2021 – August 2022)

Delivered end-to-end website projects, converting PSD/Figma designs into responsive, high-performance sites. Led Shopify front- and back-end customizations, resolved technical issues, and developed PHP/SQL functionality to ensure secure, reliable systems. Collaborated with teams to improve processes, reduce turnaround times, and applied SEO best practices to enhance site visibility and performance.

Safeguard Calgary (formerly Rangers Protect Services) | Alberta, Canada (Remote)

Web Developer

(November 2019 – December 2020)

Designed, developed, and maintained business websites, delivering user-friendly, conversion-focused solutions. Built and enhanced backend functionality using PHP and SQL, implemented frontend improvements and collaborated with stakeholders to improve usability. Provided ongoing maintenance and troubleshooting to ensure high availability and performance.

EDUCATION

University of Law | Birmingham, United Kingdom

Master of Science in Cyber Security Management

August 2015 – September 2019

Bahria University | Lahore, Pakistan

Bachelor of Science in Information Technology

October 2022 – December 2023

Nottingham, United Kingdom