

# Maheen Irfan

WordPress & UI/UX Web Designer (Remote | Contract)

I am a Website Designer, and WordPress Developer, with 4+ years of experience building high-performing websites, improving search rankings, and creating digital solutions for businesses. My greatest strength is my dedication to perfection and problem-solving, and I have a talent for designing clean, user-focused websites that convert.

maheen.irf@gmail.com

+923018474062

Mianwali, Pakistan

maheenirfanwpdev.com

in/maheenirfan-wpdev

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## SKILLS

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Website Design, Website Redesign, Conversion-Focused Design, Responsive Web Design, Landing Page Design, WordPress, Elementor Pro, Figma, JetEngine, Advanced Custom Fields (ACF), WooCommerce, HTML5, CS, Basic JavaScript, PHP (WordPress-level), MySQL, Website Maintenance & Optimization

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## WORK EXPERIENCE

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### WordPress Developer

Serve Tech Global, Karachi (Remote)

09/2024 - 06/2025

- Designed and developed modern, responsive WordPress websites tailored to client needs, with a focus on functionality and user experience.
- Utilized Elementor Pro, JetEngine, and ACF plugins to build advanced layouts, dynamic content, and custom templates.
- Developed niche-specific websites, such as e-commerce platforms, membership sites, and AI tools directories.
- Collaborated with Team to create user-friendly features, such as custom search pages, mega menus, and dynamic filters.

### WordPress Developer

POSAL - Soft Solutions, Sargodha (Remote)

08/2023 - 08/2024

- It was developed and designed the company's website, ensuring a seamless user experience and responsive design.
- Managed website maintenance, including updates, troubleshooting, and optimization for performance.
- Customized themes and plugins to meet specific client needs.
- Integrated e-commerce solutions, enhancing the online shopping experience for customers.
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### WordPress Developer

Adroity Smart Homes (Sargodha, Pakistan)

06/2021 - 11/2021

- We collaborated with the team to design and implement WordPress sites tailored to client requirements.
- I performed regular updates and improvements to existing websites.
- Supported the team in optimizing sites for search engines, improving visibility and traffic.

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## EDUCATION

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### BS in Software Engineering

University of Sargodha, Sargodha

09/2017 - 06/2021

GPA: 3.05

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## CERTIFICATE

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1. WordPress Development | Digiskills (04/2019 - 06/2019)
2. SEO (Search Engine Optimization) | Digiskills (11/2019 - 04/2020)
3. Technical Development | E-rozgar (12/2021 - 04/2022)
4. E-commerce + Facebook Marketing | E-rozgaar Center (09/2023 - 12/2023)
5. Advance Ui/Ux Designing with AI for Web & App | Hunarmand Punjab (10/2025 - 02/2026)
6. Foundations of User Experience (UX) Design | Coursera - Google Certification Program (09/2025-01-2026)

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## PROJECTS

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1. **In Your Face Media:** This was a website redesign project for In Your Face Media, done as part of my role at Serve Tech Global (not a freelance job). I independently managed and redesigned the site, improved layout and content structure, and ensured responsiveness.
2. **Cheffuegos:** Designed a luxury-themed private chef booking website with integrated Typeform solutions.
3. **ESCD:** The website escdonline.eu is the official portal of the European Society of Cosmetic Dentistry (ESCD), dedicated to advancing cosmetic and aesthetic dentistry in Europe through professional education, annual conferences, and a vibrant community of dental practitioners.
4. **Currie Confidential:** Designed a consulting-focused website with clean layouts, integrated blog, and contact forms.
5. **Fresco Services:** Created a service-based website for cleaning and maintenance, including customer reviews and inquiry forms.
6. **BirthBabe:** Developed a website focused on prenatal and postnatal care with testimonials and an appointment booking system.
7. **SINZs LLC:** The website sinzllc.org belongs to Sinz's LLC, an online retailer based in Hewitt, Texas, specializing in lab-tested, hemp-derived cannabinoid products.
8. **NB Tech Fund:** Designed a modern venture fund website with a focus on sustainability and Southeast Asian investments.
9. **ERP Talent:** It is a custom web platform designed to teach complete beginners Mandarin phrases and Pinyin via short video lessons.
10. **Questiona-e:** This website was designed for Madrid-based market research and consulting firm, specializing in marketing, socio-political, and statistical studies and public opinion surveys .