

MUHAMMAD ADEEL

Web Developer | WordPress Expert | UI/UX Designer

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- 📍 Abu Dhabi, UAE 🎓 BS in Computer Science

key skills: Wordpress, Webflow, Shopify, Wix, HTML5/CSS3, JavaScript, JQuery, PHP, DataBase (mysql), Bootstrap, UI/UX, Figma, Canva, Adobe, Animation



PROFESSIONAL SUMMARY

Innovative Web Developer and Graphic Designer with 9+ years of experience building responsive, user-focused websites and visual assets. Specializes in HTML, CSS, JavaScript, PHP, and WordPress, with a focus on performance and mobile-first design. Proficient in Figma and Adobe Creative Suite for creating intuitive UI/UX and cohesive brand visuals. Brings 5+ years of graphic design experience across digital and print media. Skilled in leveraging AI-driven tools to enhance workflows, creativity, and user experience.

PROFESSIONAL EXPERIENCE

Organization: **Oia Properties** (Sep 2025 - Present)
Designation: Wordpress Developer & Website's Admin,
Location: Abu Dhabi, United Arab Emirates

- Designed and delivered modern, user-friendly UI/UX for websites and dashboards using Figma, ensuring visual consistency and optimal user experience.
- Built full websites, high-converting landing pages, and 20+ microsites for marketing campaigns with a focus on performance and responsiveness.
- Developed and maintained WordPress websites, improving layouts, usability, and content management.
- Managed multiple company websites, ensuring smooth functionality, regular updates, and SEO best practices.
- Improved existing designs to enhance usability, performance, and cross-browser compatibility.
- Got the opportunity to learn and work with Vue.js in modern frontend development.

Organization: **Digital Qube Marketing** (Aug 2024 - Jan 2025)
Designation: Web Designer & Developer
Location: Abu Dhabi, United Arab Emirates

- Developed fully responsive websites using HTML, CSS, JavaScript, and WordPress for clients like Talents UAE, Feels Cafe, and Saddle Cafe.
- Implemented custom features including dynamic menus, booking systems, and payment gateway integration.
- Customized WordPress themes and delivered SEO-optimized, mobile-friendly platforms.
- Creating and managing websites in wordpress and Wix CMS.
- Enhanced UI/UX through layout optimization, interactive elements, and performance tuning.
- Applied SEO best practices to boost search engine visibility and user engagement.
- Managed tasks and project workflows using Monday.com.
- Provided post-launch support, updates, and performance monitoring.
- Collaborated closely with clients to align technical solutions with business goals.

Organization: **ADinB - Gulf Advertising in Business** (Nov 2019 - Jul 2024)
Designation: Web Developer & Illustrator
Location: Abu Dhabi, United Arab Emirates

- Developed responsive, cross-platform interfaces using HTML, CSS, JavaScript, and Bootstrap.
- Translated PSD, AI, XD files into functional web templates and WordPress websites.
- Creating and managing websites in wordpress CMS.
- Built UI/UX prototypes, reusable components, and clean, well-commented code.
- Created animated HTML5 ad banners (Google Web Designer) and GIF ads (Photoshop).
- Maintained brand consistency across web and print design projects.
- Collaborated with design and dev teams to ensure usability and performance.

Organization: **Salek Advertising LLC** (Nov 2019 - Jul 2024)
Designation: Web Developer
Location: Abu Dhabi, United Arab Emirates

- Converted PSD, AI, XD designs into responsive HTML/CSS templates and WordPress websites.
- Built and maintained websites using WordPress CMS, ensuring seamless functionality and usability.
- Performed regular content updates, plugin integrations, and functionality enhancements.
- Optimized site speed, responsiveness, and cross-browser compatibility.
- Implemented SEO-friendly code and ensured alignment with digital design standards.
- Collaborated with designers to maintain visual consistency across platforms.
- Resolved front-end issues and improved performance across devices.

Organization: **NineSeven1 & Belong Interactive** (Mar 2017 - Feb 2018)
Designation: Web Developer
Location: Dubai, United Arab Emirates

- Delivered major projects for Majid Al Futtaim, including City Centre malls (UAE), Mall of the Emirates, and Mall of Egypt.
- Converted PSD, AI, XD designs into responsive HTML/CSS templates and custom websites.
- Built interactive UI/UX prototypes for seamless user experiences across web and mobile platforms.
- Handled regular updates, content management, and front-end enhancements.
- Optimized website speed, scalability, and cross-browser/device compatibility.
- Implemented SEO-optimized code to improve search visibility and performance.
- Collaborated with designers to ensure brand and layout consistency.

Organization: **Smartan Solver** (Nov 2014 - Jan 2017)
Designation: Web Developer
Location: Faisalabad, Pakistan

I learned and began my career at Smartan Solver as a web developer, working with a range of technologies including PHP, VB.NET, ASP.NET, HTML, and CSS. During my time there, I honed my skills in web development, building dynamic and user-friendly websites while gaining a solid foundation in both front-end and back-end technologies.

KEY SKILLS

Languages/Frameworks: HTML5, CSS3, JavaScript, jQuery, Bootstrap, PHP

CMS & Platforms: WordPress, Wix, Shopify, Webflow

Design Tools: Adobe Photoshop, Illustrator, XD, InDesign, Figma, Canva

Animation & Banners: Adobe After Effects, Google Web Designer

Database: MySQL

Tools: Monday.com, SEO plugins (Yoast)