



MOHSIN WAHEED

Senior Web Developer & Designer

CONTACT

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Address: Islamabad, Pakistan

EDUCATION

2018-2022 (AUST)

Bachelor of Science in Software Engineering (BSSE)

SKILLS

Web & Technical Skills

- WordPress / Elementor / Shopify / Web flow.
- HTML / CSS / JavaScript.
- UI/UX Design (Figma, Adobe XD, Canva).
- SEO (On-Page, Off-Page & Technical).
- E-commerce & Payment Integrations.

Digital & Marketing Skills

- Branding & Graphic Design
- Content Strategy
- Social Media Marketing
- Google Business & Analytics

About Me

Software Engineer, Senior Web Developer & Graphic Designer with 4+ years of experience, working globally. I have helped Startups, SMEs, and Enterprise-level businesses across the **US, UK, Middle East, and Asia** scale their online presence, achieving up to 300% growth in traffic and leads. My background blends a keen eye for visual appeal with technical know-how, empowering brands to stand out online and optimize every interaction with their audience.

EXPERIENCE

ZELIEE IT SOLUTIONS

MAR 2022 – PRESENT

Sr. WEB DEVELOPER

- Designed and built responsive websites, making sure they look great and work smoothly on any device, improving overall site performance.
- Created custom website designs that match clients' brands and business goals, helping increase user engagement and drive more conversions.
- Worked closely with clients to plan website structure and content, making sure everything aligns with their vision and best practices.
- Designed eye-catching product pages and set up e-commerce features that made shopping easier and helped boost sales.
- Provided ongoing updates and maintenance to websites after launch, and Improved site performance scores from **65 to 95+ on Google Page Speed**.

PORTFOLIOS

- Graphic Design [Link](#)
- LinkedIn [Link](#)

LANGUAGES

- English (Fluent)
- Urdu (Fluent)

FULL PORTFOLIO

- www.mohsinwaheed.com

●	MIU MEDICAL SEO SPECIALIST • Conducted keyword research and optimized Meta tags, headings, and content to improve search engine visibility. • Performed site audits to identify and resolve technical issues like broken links, crawl errors, and page speed improvements (on-page). • Built high-quality backlinks by acquiring links from authoritative, niche relevant websites (off-page). • Managed off-page activities including directory submissions, guest posts, and social bookmarking to increase website authority. • Used tools like MOZ, SEMrush, Ahrefs, and Google Analytics to track and improve website performance. • Used ChatGPT, QuillBot, and plagiarism checkers to create and ensure unique content for backlinks. • Identified and avoided spammy or irrelevant websites to maintain backlink quality.	APR 2022 – FEB 2024
●	FRANGOZ LIMITED GRAPHIC DESIGNER • Designed modern, engaging product visuals to enhance brand identity and digital presence. • Developed social media creatives, UI elements, and marketing graphics tailored for campaigns. • Collaborated with developers and marketing teams to deliver consistent brand experiences. • Focused on visual storytelling and aesthetics that aligned with client goals. • Assisted in the creation of visual assets for digital and print campaigns, including social media graphics, banners, and promotional materials, contributing to brand visibility.	AUG 2023 –SEP 2024
●	ENABLERS AMAZON / SHOPIFY EXPERT • Assisted businesses in building and scaling their Amazon & Shopify stores. • Gained expertise in product research, listings, PPC campaigns, and store optimization. • Designed storefront visuals and graphics to enhance product appeal. • Supported clients in achieving higher sales and global e-commerce presence.	APR 2021 – MAR 2022