M. Usman Zafar

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Expertise

1- Website Development

- Wordpress
- Woocommerce
- Figma
- Framer
- Shopify

Frontend Developer

2- Graphic Design

3- UI/UX

4- AI

About Me

I'm **M. Usman Zafar.** I graduated with a Bachelor of Science in **Information Technology** from the University of Punjab. With over **5 years** of experience in **Web Development, UI/UX Design, and Graphic Design.**

I specialize in creating modern, responsive, and user-friendly websites with clean, professional designs. **My goal** is to help businesses and startups enhance their online presence, attract more customers, and stand out with innovative and creative digital solutions.

Work Experience

Magora 2022 - 2023
As a Website Development (Remote)
Freelancing 2019 - Continue
I've also been freelancing, helping clients with their projects.

Education

Intermediate 2020 ICS
Aspire Group Of Colleges.

BSIT 2021 - 2025
I graduated with a Bachelor of Science in Information Technology from the University of Punjab.

Delivering Excellence: My Skills, Experience, and Service Offerings

I am **M. Usman Zafar**, a graduate with a **Bachelor of Science in Information Technology** from the University of Punjab. With over 5 years of professional experience as a **Web Developer, UI/UX Designer,** and **Graphic Designer**, I have worked on diverse projects ranging from business websites to creative digital platforms. I specialize in developing modern, responsive, and user-friendly solutions that combine clean design, smooth functionality, and strong performance. My focus is on delivering digital experiences that not only look visually appealing but also generate real results for businesses and startups.

My technical expertise includes Front-End Development (HTML, CSS, Bootstrap, JavaScript, React) and Back-End Development with PHP and WordPress. In addition, I bring strong skills in UI/UX Design and Graphic Design, enabling me to merge creativity with technical precision. By combining design and coding expertise, I help businesses establish a solid online presence, attract more customers, and stand out with innovative digital solutions that drive growth and strengthen brand identity.

→ Areas of Expertise:

- **Website Development & Design:** Crafting responsive and visually appealing websites.
- **WordPress Website Design:** Building user-friendly WordPress sites with a focus on functionality and aesthetics.
- **E-commerce Website Development:** Creating fully functional online stores with payment gateways and user-friendly navigation.
- **SEO & Website Optimization:** Improving website performance and visibility through search engine optimization best practices.
- **UI/UX Design (Figma, Adobe XD)** I design simple, modern, and easy-to-use website layouts. My focus is on user-friendly designs that look great and work smoothly. Whether it's a website or an app, I make sure the design is clear and engaging.
- **SEO & Content Strategy:** Driving organic traffic with optimized content and strategic SEO practices.
- **Front-End Development:** I build responsive and user-friendly websites using HTML, CSS, Bootstrap, JavaScript, and PHP. My goal is to create fast, stylish, and functional web pages that work smoothly on all devices.
- **Content Writing:** Producing high-quality content for blogs, websites, and marketing materials.
- **News Article Writing & Publishing:** Crafting articles and publishing on major news sites to boost brand authority.
- **High-Authority Publishing:** Securing placements on top news platforms for maximum visibility.
- **Graphic Design:** I create eye-catching logos, social media graphics, and marketing materials. My designs help brands stand out with a professional and creative look.

- **Brand Identity Design:** Developing logos, color schemes, and visual elements that define a brand's personality.
- **Digital Marketing & Social Media:** Enhancing brand presence and engagement through strategic digital campaigns.
- **Brand Promotion:** Elevating brand presence through targeted digital PR and marketing.
- **Graphics & Video Editing:** Creating compelling graphics and videos for brand storytelling.
- **YouTube Channel & Promotion:** Managing YouTube channels to increase reach and engagement.
- **AI & Creative Services:** Automating your business processes and enhancing growth using Artificial Intelligence.
- **Business Development:** Identifying growth opportunities and executing strategic plans.
- **Project Management:** Ensuring projects are delivered on time, within scope, and to the highest standards.
- **Documents or Proposals Writing:** Drafting professional documents, proposals, and reports.
- **Website Security:** Enhancing website safety with advanced security measures and maintenance.
- **Technical Services:** Providing tech support and custom solutions to meet specific business needs.
- **Analytics & Reporting:** Offering data-driven insights to guide decision-making.

→ Professional Overview:

- **Strategic Problem Solver:** Adept at identifying business challenges and providing creative, data-driven solutions that boost growth and strengthen brand presence.
- **Full-Stack Digital Expertise:** Hands-on experience in website development (custom and WordPress), UI/UX design, SEO, content creation, and digital marketing — ensuring optimized user experience and strong online visibility.
- **Innovation through Technology:** Proficient in leveraging Artificial Intelligence and automation tools to streamline workflows, improve efficiency, and drive business results.
- **Creative Design & Branding:** Skilled in graphic design, brand identity development, and visual storytelling that helps businesses stand out with a professional and memorable presence.
- **Comprehensive Business Services:** From digital marketing campaigns to project management and technical support, I provide end-to-end solutions tailored to meet diverse business needs.
- **SEO & Content Strategy:** Expertise in building content strategies, optimizing websites for search engines, and driving consistent organic traffic that converts into customers.
- **Social Media Growth:** Create strategies to boost brand awareness, engagement, and audience growth across platforms.
- **E-Commerce Solutions:** Build and optimize online stores with smooth navigation and secure payments to increase sales.

➜ Educational Background:

I completed my **Intermediate in Computer Science (ICS)** in 2020 from Aspire Group of Colleges, where I built a strong foundation in programming and computer science concepts.

Later, I graduated with a **Bachelor of Science in Information Technology (BS IT)** from the University of Punjab. My studies focused on web technologies and digital solutions, which align with my skills in website development, WordPress, UI/UX design, graphic design, and online marketing. This background helps me build creative, user-friendly, and effective digital platforms.

➜ Why Choose Me?

- **5+ Years of Experience:** With a solid background in web development and design, I bring expertise that ensures professional results.
- **Fast & On-Time Delivery:** I value deadlines and always deliver projects quickly without compromising on quality.
- **Professional Work:** Every project is handled with care, attention to detail, and a focus on client satisfaction.
- **Creative & Modern Designs:** I design websites and graphics that are visually appealing, modern, and engaging.
- **Strong Communication:** I maintain clear communication throughout the project, keeping you updated at every stage.
- **Client Satisfaction First:** My priority is building trust and long-term relationships through quality work.
- **Results-Oriented:** I focus on strategies that deliver measurable outcomes and help businesses grow.
- **Problem-Solving Skills:** I approach every challenge with practical and creative solutions.
- **Adaptable & Flexible:** I adjust to changing client needs and project requirements with ease.
- **Dedicated Support:** I continue to provide assistance even after project delivery to ensure long-term success.

→ Let's Connect:

I would love to explore how I can assist in scaling your company to new heights. Please feel free to reach out at your convenience.

Thank you for considering my profile. I look forward to the opportunity to work together and contribute to the ongoing success of your company.

Best regards,

M. Usman Zafar