AMINA ASHRAF

WordPress Web Designer | WordPress Developer

aminashraf055883@gmail.com | +92 3099556439| Faisalabad, Pakistan| Available for Remote & Freelance Work

PROFESSIONAL SUMMARY

WordPress Web Designer with 2 years of practical, hands-on experience designing and building responsive websites using WordPress and Elementor. Skilled in creating business websites, portfolio sites, e-commerce stores, landing pages, blogs, and service-based websites tailored to client needs. Comfortable with theme and plugin customization, WooCommerce setup, website troubleshooting, and basic on-page SEO. Brings a strong analytical foundation from a background in Mathematics and statistical research, supporting a detail-oriented, methodical approach to website structure, usability, and problem-solving. Seeking freelance, remote, or junior-to-mid level Web Designer/Developer opportunities.

TECHNICAL SKILLS

WordPress & Web Design: WordPress, Elementor, Website Customization, Responsive Web Design, Theme & Plugin Configuration, WooCommerce, Landing Pages, Blog Setup, Basic On-Page SEO, Website Troubleshooting & Maintenance

Website Elements: Page Layouts, Menus, Headers & Footers, Sections, Forms, Cross-Device Compatibility (Desktop, Tablet, Mobile)

Analytical & Technical Tools: Statistical Data Analysis, Minitab, Maple, MathType, C++, Research & Academic Writing

WORDPRESS WEB DESIGN EXPERIENCE (2 YEARS)

- Design and build a range of WordPress websites, including business websites, portfolio sites, e-commerce stores, landing pages, blogs, and service-based websites.
- Use Elementor to customize page layouts, sections, headers, footers, menus, and forms to match client branding and goals.
- Build fully responsive websites optimized for desktop, tablet, and mobile devices.
- Set up and configure WordPress themes and plugins to extend site functionality and improve performance.
- Build and customize e-commerce websites using WooCommerce, including product pages and store layouts.
- Apply basic on-page SEO practices to improve website visibility and structure.
- Troubleshoot common WordPress issues (layout, plugin conflicts, performance) and implement fixes and improvements.

EDUCATION

MPhil in Mathematics Oct 2022 – Aug 2024

University of Agriculture Faisalabad, Pakistan

- Research Focus: Optimisation of Multi-Response Systems via Response Surface Methodology (RSM).

ADDITIONAL INFORMATION

Languages: English, Urdu, Punjabi.