

Zubaira Zia

WordPress & Shopify Designer

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📍 Model Town, Gulberg-3, Lahore

🌐 zubairadev.com/

WORK EXPERIENCE

WordPress & Shopify website Designer Orb Digital Media

10/2023 - Present

Lahore

Achievements/Tasks

- Designed and customized e-commerce stores using WooCommerce and Shopify.
- Design WordPress websites by using page builders like Elementor, Elementor Pro, WPBakery, and King Composer, etc.
- Customized themes, integrated secure payment gateways, optimized product listings, and ensured mobile responsiveness, delivering a seamless shopping experience for customers across both platforms
- Implemented SEO strategies by using Yoast to improve search engine rankings
- Integrated Google Analytics and Google Search Console into websites to track performance, analyze user behavior, and monitor search engine presence.
- Oversaw the maintenance of multiple websites, performing regular backups, updates, and troubleshooting.
- Set up and managed web hosting on Hostinger for multiple clients and websites.
- Generated and managed professional email accounts (e.g., info@yourdomain.com) using Hostinger's email services.
- Email Integration using SMTP to send Professional, secure, reliable emails.

WordPress Website Designer OXOSOFTS

12/2022 - 06/2023

Lahore

Achievements/Tasks

- Customize WordPress themes, portfolio, and blog websites by using page builders like Elementor, Elementor Pro, WPBakery, and King Composer, etc., and e-commerce stores to meet unique business requirements.
- Convert HTML website to WordPress (Custom Static).
- Improve website performance by optimizing speed, security, and search engine rankings using industry best practices, and advanced techniques.
- Created optimized WordPress forms using WPForms with conditional logic and automation.

EDUCATION

Master in Computer Science (MCS) COMSATS Institute of Information Technology

10/2015 - 06/2017

Vehari

Courses

- Digiskill(WordPress).
- Udemy (React.js) Continue.

SKILLS

- E-commerce solutions (WooCommerce and Shopify)
- WordPress website designing and customization
- Professional in Elementor/Elementor Pro, WPBakery
- Website security (WordDefence)
- Website email integration (SMTP)
- SEO optimization(Yoast)
- Web performance optimization
- Hostinger (hosting and domain setup, debugging, email generating, backups)
- Google Search Console
- Website analytics
- HTML and CSS (Bootstrap, Tailwind CSS) proficiency
- PHP, JavaScript
- Git version control
- Front-end development
- Canva
- MS Office

PROJECTS

<https://zubairadev.com/> (Personal Portfolio) [↗](#)

<https://zubairadev.com/restaurant-demo/> [↗](#)

<https://wejanitors.com/> [↗](#)

<https://saudisuvrental.com/> [↗](#)

<https://ashwheelzprime.com/> [↗](#)

<https://uaefixhub.com/> [↗](#)