

ASIM NIZAM

SENIOR WEB DEVELOPER



Mob:+971589672755 - Email: asimrussi@gmail.com - Address: UAE - Linkedin: asimnzm

SUMMARY

Results-driven IT professional with over a decade of experience in the web industry, specializing in open-source technologies such as PHP5, WordPress, ReactJS, Laravel, Magento, NodeJS, and PrestaShop. Proficient in both **front-end and back-end development**, with expertise in MVC architecture, object-oriented programming, and responsive UI/UX design. Adept at implementing best programming practices, optimizing website performance, and ensuring seamless user experiences. Additionally skilled in **digital marketing** and **social media management**, with a strong focus on platforms including Instagram, TikTok, YouTube, Snapchat, and Facebook. Experienced in SEO strategies, content optimization, and data-driven marketing to enhance online visibility and engagement.

TECHNICAL SKILLS

Programming Languages & Frameworks :

PHP (PHP5, Yii2, Laravel, Symfony) - JavaScript (ReactJs, NextJs, NodeJS)

Development Tools:

VS Code, PhpStorm, Postman, Figma, Composer, npm, Vite

Web Hosting & Cpanel

Server Management, Cloud Platforms,DNS Management, Security Protocols, Backup / Recovery, Performance Optimization,Monitoring and Troubleshooting

Content Management Systems & E-commerce Platforms :

WordPress, WooCommerce, Webflow, Framer, Prestashop

Digital Marketing / Social Media

Results-driven Digital Marketing Specialist with expertise in SEO, SEM, social media marketing, content strategy, and analytics. Skilled in optimizing campaigns to drive traffic, engagement, and conversions. Experienced in using data-driven insights to enhance brand visibility and ROI.

Frontend Development:

HTML5, CSS3, JavaScript (ES6+), React.js, jQuery, Bootstrap, Tailwind CSS

Backend Development:

PHP (OOP), MVC Architecture,RESTful APIs, API Development & Integration

UI/UX Design (Figma)

User-friendly and visually appealing web interfaces, Responsive web design

Performance Optimization

Core Web Vitals, Caching, Code Optimization, Image Optimization, Lazy Loading, CDN Integration

DevOps & Deployment:

Linux, Apache, Nginx, Docker (Basic), CI/CD, Composer, npm, Vite, SSH

PROFESSIONAL EXPERIENCE

Senior Web Developer at Future Workplace L.L.C (Dubai , UAE)

April 2026 - June 2026

- Designed and Developed Web Applications: Built modern, responsive, and user-centric websites and web applications using HTML, CSS, JavaScript, and contemporary front-end technologies, ensuring seamless performance across desktop, tablet, and mobile devices.
- Cross-Functional Collaboration: Worked closely with UI/UX designers, product managers, and back-end developers to transform business requirements into high-quality, scalable, and maintainable web solutions while ensuring smooth integration with server-side systems and APIs.
- Performance Optimization: Enhanced website speed, Core Web Vitals, and overall user experience by optimizing code, images, assets, caching strategies, and front-end performance across multiple browsers and devices.
- Security & Best Practices: Implemented industry-standard web security measures, including secure authentication, data encryption, input validation, OWASP best practices, and secure coding standards to protect applications and user data.
- Social Media Management & Digital Marketing: Planned, executed, and managed strategic social media campaigns across Instagram, TikTok, YouTube, Snapchat, and Facebook, creating engaging content, increasing audience engagement, and strengthening brand visibility.

Senior Web Developer at Al Watan Arabic Newspaper (Abu Dhabi , UAE)**Jan 2020 - Feb 2026**

- **Designed and Developed:** Created responsive, user-friendly web applications using HTML, CSS, JavaScript.
- **Collaborated with Teams:** Worked closely with designers, product managers, and backend developers to integrate user-facing elements with server-side logic.
- **Optimized Performance:** Implemented performance optimization techniques, improving load times and user experience across various devices.
- **Ensured Security:** Applied best practices in web security, including data encryption, authentication, and secure coding standards.
- **Strategic and creative Social Media Managing** with expertise in managing and growing brand presence across Instagram, TikTok, YouTube, Snapchat, and Facebook. Skilled in content creation, audience engagement, paid advertising, and data-driven strategies to boost brand awareness and conversions. Proficient in social media analytics, trend analysis, and SEO integration for maximum reach and impact.

Senior Web Developer at Alshahba Technology FZCO (Dubai , UAE)**June 2018 - Jan 2020**

- **Developed Web Applications:** Built and maintained dynamic websites and applications using HTML, CSS, JavaScript.
- **Collaborated Cross-Functionally:** Partnered with UX/UI designers, product managers, and backend engineers to deliver high-quality user experiences.
- **Implemented Best Practices:** Applied industry standards for web development, including responsive design, cross-browser compatibility, and accessibility.
- **Enhanced Performance:** Optimized website performance through code minification, caching strategies, and image optimization techniques.
- **Security Measures:** Ensured web applications met security standards by implementing measures such as secure authentication, authorization, and data protection.
- **Quality Assurance:** Conducted unit and integration testing to identify and resolve issues, ensuring smooth deployment and operation.
- **Documentation and Maintenance:** Created and maintained comprehensive documentation for code, APIs, and development processes. Managed codebase using Git for version control.
- **Client Engagement:** Communicated with clients to understand their needs, provide progress reports, and deliver tailored web solutions.

Freelance Web Developer at MGI Technology Pte Ltd (Singapore)**Nov 2011 - Dec 2017**

- **Project Management:** Managed multiple projects simultaneously, from initial client consultation and requirement gathering to final delivery and maintenance.
- **Custom Web Solutions:** Designed and developed custom websites and web applications tailored to clients' specific needs using technologies like HTML, CSS, JavaScript, PHP, and WordPress.
- **Responsive Design:** Ensured websites were mobile-friendly and responsive across all devices, enhancing user experience and accessibility.
- **E-commerce Integration:** Implemented and customized e-commerce solutions using platforms like Shopify and WooCommerce, improving clients' online sales.
- **SEO Optimization:** Enhanced website visibility and search engine rankings through on-page and off-page SEO techniques.
- **Client Communication:** Provided ongoing support and clear communication to clients, ensuring their satisfaction and building long-term relationships.
- **Problem Solving:** Identified and resolved issues efficiently, offering technical support and maintenance to keep clients' websites running smoothly.
- **Continuous Learning:** Stayed updated with the latest web technologies, trends, and best practices to deliver cutting-edge solutions.

- Developed Custom Websites: Created tailored websites and web applications using HTML, CSS, JavaScript, and WordPress.
- Responsive Design: Ensured all sites were mobile-friendly and accessible across devices.
- Client Communication: Managed client relationships, from initial consultation to final delivery and support.
- Technical Support: Provided ongoing maintenance and troubleshooting to ensure smooth website performance.

Junior Web Developer at AZM Computer Services (Pvt.) Ltd (Islamabad , Pakistan)

Jan 2007 - Jan 2008

- Developed ERP Modules: Assisted in the development of web-based ERP modules using HTML, CSS, JavaScript, and SQL.
- Bug Fixing and Maintenance: Identified and resolved software issues, ensuring smooth functionality and performance.
- Database Management: Supported database design, optimization, and maintenance tasks to ensure data integrity.
- Collaborated with Senior Developers: Worked closely with senior developers and cross-functional teams to deliver high-quality software solutions.
- User Support: Provided technical support and training to end-users, enhancing their experience with the ERP system.

EDUCATIONAL QUALIFICATIONS

Master in Computer Science - Grade A+

Jan 2005 - Dec 2006

University of Peshawar, Peshawar , KPK, Pakistan

Bachelor in Computer Science - Grade A+

Jan 2003 - Dec 2004

University of Malakand, Chakdara , KPK, Pakistan

ADDITIONAL INFORMATION

- **Languages:** English, Urdu, Hindi, Russian,Arabic.

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