

## Araib Butt

### WordPress Developer | Web Designer

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## Professional Summary

Experienced WordPress Developer with over 6 years of expertise in custom theme development, plugin creation, and third-party REST API integrations. Adept at collaborating with cross-functional teams to deliver visually engaging and responsive web solutions. Skilled in utilizing tools like Elementor and WP Bakery to enhance user experience and drive functionality. Strong focus on UI/UX design, performance enhancement, and SEO optimization to ensure high-quality website delivery. Currently exploring AI model integration for future projects.

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## Professional Experience

### WordPress Developer | Web Designer

INDEX Holdings – Lahore, Pakistan

*April 2022 – Present*

- Developed and managed custom post types to extend WordPress functionality.
- Designed and implemented custom plugins to meet specific business needs.
- Developed custom WordPress themes and landing pages based on designer specifications.
- Improved website content and appearance in collaboration with business teams.
- Designed mobile interfaces for enhanced responsiveness across devices.
- Maintained and updated UAE's top event websites and resolved client website issues.
- Integrated custom WordPress plugins with web applications and third-party REST APIs for extended functionality.
- Optimized website performance using tools like JIRA, SEO guidelines, and Google Insights.
- Created HTML/CSS marketing flyers for event campaigns.

### WordPress | Web & Graphic Designer

Glosix Systems – Lahore, Pakistan

*September 2021 – April 2022*

- Maintained and upgraded websites with new features to enhance user experience.
- Designed UI/UX for websites and mobile apps, including real estate and business platforms.
- Reduced website load times and addressed SEO challenges using Lighthouse and Search Console.
- Proposed innovative design solutions for software products and mobile applications.

**WordPress Developer (Contract)****Tekboox – Lahore, Pakistan*****June 2021 – September 2021***

- Delivered custom design updates for restaurant websites and optimized mobile interfaces.
- Resolved client website issues and implemented content updates.
- Configured websites on hosting platforms and optimized loading speeds.

**WordPress Developer****K.A.T.Z Communications – Lahore, Pakistan*****April 2019 – November 2020***

- Built and customized WordPress themes tailored to client industries.
- Managed multiple client websites and implemented CRM-based project tracking.
- Focused on WooCommerce integration and UI/UX improvements.

**Junior Web & Graphic Designer****S3Soft – Lahore, Pakistan*****July 2017 – August 2018***

- Designed layouts and themes for social and web posts across various industries.
- Created branding materials and collaborated with clients to deliver unique web designs.

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**Education****Bachelor of Science in Computer Science****University of South Asia – Lahore, Pakistan*****September 2011 – September 2015***

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**AI and Future Goals**

- Knowledge of AI models and their integration into web solutions.
- Looking forward to collaborating on AI-focused projects to gain hands-on experience.

**Technical Skills**

- WordPress Development: 90%
- HTML5 & CSS3: 85%
- Bootstrap: 75%
- PHP: 80%
- JavaScript: 80%
- UI/UX Design: 80%

- SEO Optimization: 70%
  - Elementor & WP Bakery: 95%
  - Adobe Photoshop & Illustrator: 90%
  - Website Optimization (Google Insights): 75%
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## **Core Competencies**

- Website Development & Maintenance – 90%
- Responsive Design & Mobile Optimization – 85%
- Problem Resolution & Team Collaboration – 80%