

Areesha Hanif

Frontend Developer

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Karachi, Sindh, Pakistan

SUMMARY

Frontend Developer experienced in delivering responsive, user-centered web experiences across freelance and professional environments. Skilled at translating business requirements into intuitive, high-quality digital solutions while prioritizing performance, usability, accessibility, and long-term maintainability.

EXPERIENCE

Infinity Protection

Jan. 2026 – Present

Frontend & WordPress Developer

Florida, United States

- Developed and maintained responsive business websites using WordPress, PHP, JavaScript, HTML, CSS, and Elementor.
- Built custom website features and landing pages based on business and marketing requirements.
- Improved website performance through image optimization, caching strategies, and code optimization, resulting in faster page load times.
- Integrated third-party services and REST APIs to extend website functionality.
- Performed ongoing maintenance, bug fixes, plugin updates, and security improvements.

Self-Employed

Jan. 2023 – Present

Frontend & WordPress Developer

Remote

- Delivered 50+ responsive websites for startups, small businesses, and entrepreneurs across multiple industries.
- Converted Figma designs into production-ready websites using HTML, SCSS, JavaScript, React, and WordPress.
- Customized WooCommerce stores, improving user experience and simplifying content management.
- Optimized websites for mobile responsiveness, SEO, and Core Web Vitals.
- Managed complete project lifecycles from client consultation to deployment and post-launch support.

The Northern Farms

Sept. 2025 – Feb. 2026

WordPress Developer

Remote

- Maintained and enhanced the company's WordPress website, ensuring reliable functionality and continuous performance improvements.
- Increased Google PageSpeed Insights performance score from 60 to 90+ by optimizing assets, implementing caching, and improving code efficiency.
- Built custom WordPress functionality and backend solutions to support business operations.
- Resolved technical issues, implemented new features, and performed regular updates to ensure website stability and long-term maintainability.

EDUCATION

Virtual University of Pakistan

2023 – 2027

Bachelor of Software Engineering

Karachi, Pakistan

TECHNICAL SKILLS

Languages: HTML5, CSS3, SCSS, JavaScript (ES6+), PHP

Frontend: React, jQuery, Bootstrap

CMS: WordPress, Elementor, WooCommerce

Developer Tools: Git, GitHub, NPM, Gulp, VS Code

Other: REST API Integration, AJAX, Figma, Responsive Design, Cross-Browser Compatibility, Performance Optimization

LANGUAGES

- English
- Urdu