

Uzma Asghar

EXPERT SHOPIFY DEVELOPER

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SUMMARY

I am Uzma Asghar a Sr. Shopify Developer from the past 1 years. During these years I have worked on almost 5+ Shopify stores on my Partner account. My expertise in HTML, CSS, JS, Shopify liquid, and Custom theme development differentiate my work from the other Shopify developers. Am not just a developer but I have a deep sense of visualize the brand in web design. I focused on clarity that attracts the customer.

WORK EXPERIENCE

15 Sep, 2025 - 15 Dec, 2025

Frontend Developer, W3school

- Manage the daily projects of clients as a Frontend developer. Solve the bugs that they are facing in Shopify stores. Main focus on making store bug free.
- Improve the overall look of Stores that make sense. Adding custom functionality in their store for better UX.

20 Dec 2025 - 25 Mar, 2026

Shopify Developer, Dev Flow

- Handle Shopify stores as a VA. Handle the UI look and improve it. Answer the Queries of customers. Overall, made the website customer-friendly.
- Increased store sales up to 2x via SEO, custom features, and other proven techniques.

SHOPIFY STORE DEVELOPMENT

1st April - Present

Ex. Shopify Developer

- Design and Manage high-converting shopify stores.
- Wordpress website development for any niche.

SKILLS

- **HTML5:** Proficient in HTML5, leveraging the latest semantic HTML elements, APIs, and forms to enhance the structure and performance of web pages.
- **CSS3:** Advanced skills in CSS3, utilizing flexbox, grid layouts, and animations to create responsive and visually appealing web interfaces.
- **JavaScript:** Proficient in JavaScript, including ES6+ features, with extensive experience in developing interactive and dynamic client-side applications.
- **jQuery:** Experienced in using jQuery for rapid web development, specializing in AJAX interactions, DOM manipulation, and event handling.
- **Shopify Liquid:** Advanced expertise in Shopify Liquid, designing robust, dynamic themes and custom functionalities tailored to e-commerce needs.
- **Shopify Theme Development:** Skilled in developing custom Shopify themes from scratch, focusing on modular design and efficient code for scalable solutions.
- **Design/Redesign Shopify Store:** Capable of creatively designing and redesigning Shopify stores, optimizing UI/UX to elevate brand presence and boost customer engagement.

- **Figma to Shopify:** Proficient in converting Figma designs to high-quality, responsive Shopify stores, ensuring pixel-perfect implementation and functionality.
- **Photoshop:** Advanced proficiency in Adobe Photoshop for complex photo editing, composite imagery, and digital retouching to enhance visual content.
- **Canva Designing:** Skilled in utilizing Canva for professional designs, from social media graphics to marketing materials, emphasizing brand consistency and visual impact.
- **Copywriting:** Experienced in SEO-focused copywriting, crafting engaging content that boosts search rankings and drives targeted audience engagement.
- **Store Speed Optimization:** Expert in optimizing Shopify store speed, implementing best practices for minimizing load times and improving Google PageSpeed Insights scores.
- **SEO (Search Engine Optimization):** Advanced knowledge of SEO strategies, focusing on onpage optimization, keyword research, and backlink analysis to increase organic search visibility.
- **Product Hunting:** Proficient in product hunting for e-commerce, using tools and analytics to identify market trends and source products with high sales potential.

EDUCATION

Intermediate

Prime College

- Relevant Coursework: Computer Science, Coding, Programming

LANGUAGES

- English (Fluent): Highly proficient in English, demonstrated through extensive client interactions, creation of educational content, and daily professional communications.
- Urdu (Native): Fluent speaker with a deep cultural understanding, enabling effective communication in native contexts

AWARDS/ CERTIFICATES

Award of appreciation for generating top-notch sales for a Shopify store in just 2 months.

INTERESTS

I am personally engaged in continuous learning, particularly in acquiring new programming languages and strengthening my coding skills. Additionally, I enjoy creating content that educates and engages audiences, further enriching my professional and personal growth.