

Usama Razzaq

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SUMMARY

Associate frontend website developer, React Native app developer, and UI/UX designer with hands on experience building responsive websites, mobile app experiences, landing pages, storefronts, and full-stack web applications. Skilled in HTML, CSS, JavaScript, React, React Native, Figma, Git/GitHub, and MERN/MEAN project workflows, with growing capability in Python, Django, Docker, and cloud-ready deployment practices. Comfortable translating client requirements into clean layouts, reusable components, optimized pages, and practical digital products.

CORE EXPERTISE

- **Frontend:** HTML5, CSS3, JavaScript, React, React Native, responsive layouts, reusable components, web performance optimization
- **UI/UX:** Figma, Canva, wireframing, visual hierarchy, user-friendly interfaces, design handoff
- **Backend & Databases:** Node.js, Express.js, MongoDB, REST APIs, JWT authentication, Python fundamentals, Django learning.
- **Tools & Workflow:** Git, GitHub, Docker, CI/CD basics, Google Analytics, keyword research, SEO audits

EXPERIENCE

Keep Coder

Lahore, Pakistan

SEO Analyst (Full time) - Remote

July 2025 - October 2025

- Conducted keyword research, technical audits, and on page SEO reviews to improve ranking opportunities and organic visibility.
- Analyzed search performance data and translated findings into page level recommendations for content, structure, metadata, and UX improvements.
- Worked with designers and developers on on page optimization, helping align website content, interface structure, and SEO requirements.

Freelance developer - upwork/fiver

Lahore, Pakistan

(Full time) - Remote

February 2025 - Present

- Managed multiple freelance website and digital projects from requirements gathering through delivery, coordinating tasks, timelines, and client feedback.
- Led UI/UX and frontend development activities, supporting page structure, interface review, and responsive implementation decisions.
- Communicated project scope, progress, and revisions clearly with clients to keep delivery focused and organized.

Projects

StrideBloom - Published iOS Walking Habit Tracker

- Built and published a React Native iOS app designed to help users build gentle walking habits through daily goals, progress tracking, reminders, rewards, and a 28 day walking plan.
- Implemented onboarding and goal-setting flows, including walking goal suggestions, custom goal entry, and start time selection improvements for a smoother first experience.
- Designed a calm, motivational user experience focused on distance, steps, calories, streaks, weekly progress, and encouraging habit formation.

Dragon Ascension - Trading Community Website

- Developed a polished landing website for a trading education and community brand focused on trading systems, discipline, execution, Discord access, pricing, and contact conversion.
- Built clear navigation and call to action sections for services, user path, Discord onboarding, pricing, and lead capture.
- Created an immersive brand focused interface with strong visual hierarchy, responsive page sections, and conversion oriented content placement.

Fanan Collection - Fashion Forms & Mannequins Storefront

- Built a premium storefront and brand website for handcrafted display forms and mannequins serving the fashion industry.
- Designed elegant responsive homepage sections, hero content, visual product storytelling, and trust-building brand presentation.
- Structured the interface around heritage craftsmanship, modern elegance, and clear product discovery for fashion industry customers.

Kisaan Tech – AI Assisted Web Application for Farmers (FYP)

- Built an AI driven farmer support platform using MEAN stack & Python automation layers.
- Integrated weather prediction APIs, automated alerts, market insights, and workflow dashboards.
- Improved front end performance by **25%** through caching & optimization.

Buland's AutoRepairs - Car Service & Repair Platform

- Built a full stack website for online car service booking, real time service tracking, invoice handling, and admin dashboard management.
- Added role based authentication, cloud image storage, database optimization, and Docker based deployment preparation for scalability.
- Designed practical user flows for customers and administrators, keeping booking, tracking, and service management easy to navigate.

EDUCATION

University of Management and Technology

Lahore, Pakistan

Bachelor's of Science, Computer Science

2021 - 2025

Certifications

Python Programming - Coursera (Completed)

DevOps Master Certification - Itechnets

