

Syed Waseem Hassan Kazmi

Software Engineer | Front-End Developer | UI/UX Designer | Data Analyst | IT Support Engineer

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Right to Work: Fully authorized to work in the UK (Graduate Route, PSW)

PROFILE OVERVIEW:

MSc Software Engineering graduate with Distinction from the University of Hertfordshire, UK, with advanced research in Artificial Intelligence and predictive systems. Experienced in working as a Software Engineer, with strong expertise in full stack development using ReactJS, WordPress design & development, and UI/UX design. Proficient in frontend frameworks, responsive design principles, and the development of enterprise grade software solutions, with a focus on usability, performance, and clean coding standards.

Currently working as a Website Developer & Designer at Elite Corporative Group, delivering modular, client focused web systems. I manage end to end technical operations including web hosting, domain management, server configurations, website migrations, and system installations. Skilled in translating business requirements into effective digital experiences, with a focus on usability, modern design, and performance enhancement.

Previously contributed to frontend development and optimization at Recruitico, and led software engineering and data automation at AWB NEXT LTD, including ERP system development and integration. Proficient in agile development, clean code practices in dynamic team environments.

CORE STRENGTHS & ENABLING SKILLS:

- **Programming Languages:** JavaScript (ReactJS), Python, PHP, HTML5, CSS3, TypeScript, JSON
- **Frontend Development:** ReactJS, Bootstrap, Tailwind CSS, jQuery
- **Backend & Web Technologies:** PHP, RESTful APIs, AJAX, Node.js (basic)
- **WordPress Development:** Elementor, WPBakery, Custom Themes, Plugin Development, WooCommerce
- **UI/UX Design Tools:** Figma, Adobe XD, Photoshop, Illustrator
- **Version Control:** Git, GitHub, GitLab
- **Database Management:** MySQL, SQL Server, phpMyAdmin
- **Cloud & Deployment:** AWS, cPanel, FTP/SFTP, OpenShift (basic), Netlify, Vercel
- **DevOps & CI/CD:** GitHub Actions, Docker (basic), npm, Webpack
- **Testing & Debugging:** Chrome DevTools, Postman, Unit Testing
- **Development Tools:** Visual Studio Code, XAMPP, WAMP, LocalWP
- **Performance & Analytics Tools:** GTmetrix, Google PageSpeed Insights, Google Analytics
- **Software Development Life Cycle:** Agile Scrum, V-Model, Jira, Trello
- **Hosting Management:** Domain/Hosting setup, DNS Configuration, Website Migration, SSL Installation
- **Other Tools & Technologies:** Canva, Slack, Microsoft Office 365

PROFESSIONAL EXPERIENCE:

Website Developer & Designer

Apr 2025- Present

Company: EC Group,

Site: Twickenham, UK

- Developed responsive single page applications (SPAs) using ReactJS, implementing dynamic UI components, state management (React Hooks), and API integration for interactive user experiences.

- WordPress (Elementor, WPBakery), integrating custom themes and plugins to meet diverse client requirements.
- Utilized HTML5, CSS3, JavaScript, and PHP to build high-performance front end interfaces and ensure cross-browser compatibility and mobile responsiveness.
- Employed Figma, Adobe XD, and Photoshop to design intuitive UI/UX interfaces, optimizing usability across desktop and mobile platforms.
- Managed end to end web hosting, domain setup, DNS configuration, website migration, SSL installation, and server environments using cPanel, FTP/SFTP, and cloud services (AWS, Netlify, Vercel).
- Used Git and GitHub for version control and collaboration across multiple development projects; followed Agile Scrum methodology with sprint planning and task management.
- Deployed production-ready code through CI/CD pipelines and cloud-based hosting, ensuring scalability and reliability of digital solutions.
- Built internal dashboards and admin interfaces with ReactJS, applying component based architecture, routing (React Router), and conditional rendering for enhanced functionality.
- Collaborated with cross-functional teams to gather requirements, conduct QA testing, and deliver projects.
- Provided ongoing support and maintenance for websites and applications, including updates, backups, and integration with company wide systems (Office 365, 3CX, Autotask).
- Demonstrated strong problem solving and communication skills in resolving tickets and client requests, while improving internal workflows and technical standards.

Website Developer

June 2021- Jan 2023

Company: Recruitico, Offshore Remote Staff (Remote)

Site: Milton Keynes, UK

- Developed and optimized WordPress-based websites, implementing custom themes, Elementor, WPBakery, and custom plugins.
- Improved SEO rankings and site performance, leading to a 30% increase in organic traffic.
- Provided technical support, website maintenance, and security updates.
- Conducted UX research and UI enhancements, improving customer retention rates.
- Conducted code reviews, provided constructive feedback, and mentored junior developers to maintain quality.

Software Engineer

June 2020- June 2021

Company: AWB Next LTD

Site: USA

- Designed and developed an internal ERP system to automate manual paperwork, integrating core business functions like inventory, billing, and reporting into a single platform. This improved efficiency, reduced errors, and enhanced data accessibility, streamlining workflows across teams.
- Enhancing & ensuring the business's online presence, captivate target markets, each site aligned with the mission and goals by incorporating modern design elements and maximizing performance
- Implemented agile method to streamline planning, reduced software development time.
- Identified and fixed vulnerabilities in the code to maximize the performance and security.

Frontend Designer & Developer

Aug 2018- June 2020

Company: Sonya Travel Ltd

Site: Pakistan

- Developed 5+ business websites, increasing traffic by 95% through SEO and user experience improvements.
- Designed logos, banners, and digital assets for web and social media marketing.
- Implemented mobile-first web design principles, ensuring 100% responsiveness.
- Served as a Frontend Developer with understanding of Galileo, Amadeus, and Sabre, including GDS procedures and operations.
- Helped in gathering software requirements for new initiatives, engaging in E Marketing for organizational websites, handling ticket booking, and meeting project requirements and aims within set timelines.

RESEARCH PROJECT: HEART DISEASE PREDICTION USING MACHINE LEARNING

- Developed a machine learning model for early heart disease prediction using anonymized patient medical records.
- Designed a complete data pipeline and applied classification algorithms including SVM, ANN, and CNN.
- Evaluated model performance using accuracy, precision, recall, and F1-score.
- Showcased potential integration with real-world digital health systems and EHR platforms.

EDUCATION:

- **Title:** MSc Software Engineering with Advanced Research **Year:** 2023-2025
University: University of Hertfordshire, United Kingdom
Final Year Research: Prediction of Heart Disease using Machine Learning Algorithm
- **Title:** BSc Software Engineering **Year:** 2013-2017
University: COMSATS University, Pakistan
Final Year Project: Smart Traffic Monitoring System: Real Time Vehicle Counting for Urban Traffic Management

CERTIFICATIONS:

- AWS Cloud Practitioner Essentials (2024)
- Certified React Developer (2024)
- Certified JavaScript Developer (2024)
- WordPress Development Certification (2021)
- Google Analytics & SEO Certification (2021)
- Graphic Design Certification (2021)

ACHIEVEMENTS:

- Event Winner: 2nd Runner Up for final year project in OPEN HOUSE at COMSATS UNIVERSITY.
- Distinction in MASTERS (UNITED KINGDOM)
- Successfully led a ReactJS project that improved client website performance and user engagement by 30%.
- Recognized for delivering multiple high quality websites on time, resulting in a 95% client satisfaction rate at Elite Corporative Group.