

ZARA ZAMAN

Front End Developer

I am a front end developer with 3 years experience in the retail industry. I craft interactive pages that encapsulates the company's personality. With great css & js knowledge I can convert any design to a web page with great accuracy. My main focus is to create a pleasurable experience for the end user.

CONTACT

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KEY SKILLS

HTML

CSS

JAVASCRIPT

GOOGLE OPTIMISE

MAGENTO

PHOTOSHOP

ILLUSTRATOR

EDUCATION

2010-2014 - Brunel University

Bsc Computer Science 2:1

2008-2010 Nower Hill Sixth Form

A-Levels: Maths B, ICT C, Bio D

2003-2008 Nower Hill High School

9 GCSES - grades A*-B

INTERESTS

Nutrition & fitness

Japanese culture

Drawing

REFERENCES

Available upon request

EXPERIENCE

habitat  2017 - Present

Junior Web Developer

- Converted custom layout and template designs into **responsive** web pages using **HTML, CSS & JS**.
- Liaised with marketing to ensure all pages are **seo** friendly.
- Supported **testing** of new functional enhancements to the site.
- Created **A/B tests** using **Google Optimise** and tracked results in **Google Analytics**.
- Raised web issues in **Jira**.
- Optimised customer journeys by using **Sessioncam** to identify pain points.
- Used **Gatekeeper** to fix failed transactions.
- Fixed products issues in **Magento** e.g. duplicate imagery, missing skus, broken urls etc.
- Was **responsible for the launch of all sales** on the site which included creating and updating:
 - All category landing pages
 - Mega menu
 - Sale overlays
 - Main sale page
 - Homepage
- **Completed a full website redesign** that discarded Bootstrap and created custom templates for the following:

Homepage, category landing pages, buying guides, sale, mega menu, press site, inspiration pages.

Graphics Designer

- Creating logos, banners, and infographics for websites.
- Designing web page mockups.
- Writing articles for company blog.
- Designing and creating content for e-books.
- Training clients on how to use backend of various cms.
- Presenting UI designs in client meetings.
- Testing app/websites that are being developed.