



# NEEDA SHAIKH

Senior Web Developer & Full-Stack Digital Marketer

## PROFESSIONAL SUMMARY

Web Designer and Developer with over 13 years of experience in designing, developing, and managing high-performing websites and digital experiences. Proven expertise in creating user-focused, responsive, and visually engaging web solutions that align with business objectives and enhance customer engagement.

Possess a strong professional and educational background in website design and development, graphic design, and digital marketing. Skilled in both front-end and back-end development, with hands-on experience in website implementation, content management systems, database management, and SQL replication.

Recognized for the ability to quickly learn and adapt to new technologies, tools, and industry trends. Demonstrated success in delivering projects independently as well as collaboratively within cross-functional teams. Strong problem-solving skills, attention to detail, and a commitment to delivering high-quality digital solutions.

Currently seeking a challenging opportunity within a growth-oriented organization where I can leverage my technical expertise, creativity, and leadership skills to drive business success while continuing to expand my professional development.

## WORK EXPERIENCE

**Senior Web Designer** December 2018 – Present (Available for immediate joining)  
**Majid Al Futtaim Lifestyle L.L.C. — Marketing & Communication**

- Design responsive websites and landing pages with strong UI/UX across all devices
- Create original design solutions using Figma, Canva, and Photoshop
- Experience working with SAP CMS and managing content within SAP-based environments
- Work with multiple CMS platforms and implement designs within templates and integrations
- Collaborate with clients, marketing, product, publishing, and development teams to deliver projects
- Redesign and modernize existing websites based on briefs and requirements
- Optimize site architecture, content structure, and technical SEO elements
- Create content which will catch maximum customer interest and update online solutions and content pages periodically.
- Improve website performance including speed, accessibility, usability, and conversion
- Use AI tools to generate and optimize visual content
- Create graphics, icons, and visual assets for web components
- Maintain a consistent visual brand identity across all work delivered, utilizing design style guides across different brands, channels and platforms.
- Perform QA on HTML/CSS, identify issues, and escalate recurring or critical problems
- Support testing of CMS features, templates, and tools
- Carry out basic authoring tasks such as image cropping, optimization, and layout adjustments
- Deliver organized, developer-ready Figma files and design specifications
- Define and track design success metrics using performance data to improve UX
- Manage multiple projects while maintaining high-quality output in a fast-paced environment
- Stay updated with web design, UX, and SEO best practices

## CONTACT

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Indian  
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## SKILLS

- Web Design & UI/UX
- Front-End Development
- HTML5 / CSS3 / Bootstrap
- JavaScript / jQuery / PHP
- WordPress / Joomla / Magento
- SAP CMS
- Figma / Canva / Adobe Suite
- SEO & Technical SEO
- Google Analytics / GA4
- SEM / PPC / Google Ads
- Email Marketing (Mailchimp)
- Social Media Marketing
- Content Management
- Responsive Design
- Database: MySQL / SQL Server
- AI-Assisted Design Tools
- QA & Cross-Browser Testing
- Brand Identity & Style Guides
- Project Management

## TOOLS & PLATFORMS

- Adobe Creative Suite (PS, AI, XD)
- Figma
- Canva
- WordPress, Joomla, Magento

- SAP CMS
- Google Analytics, GSC, GTM
- Google Ads (Search/Display/Video)
- Mailchimp, Constant Contact
- HubSpot
- Looker Studio
- Microsoft Office & Google Suite
- PHP / MySQL / phpMyAdmin

#### LANGUAGES

- English
- Urdu
- Hindi

- Work collaboratively with team members, present design solutions and creative rationale, and develop intuitive, user-centered solutions that meet business objectives and enhance client experience.
- Responsible for the interpretation of the creative brief and providing innovative, high quality and brand-aligned creative design concepts.
- Actively contribute to brainstorming, design thinking workshops, and creative trial solutions that achieve business outcomes.
- Produce digital creative solutions that are visually appealing, with a strong understanding of UX requirements across digital outputs, and act as a guardian for the brands across all digital mediums.
- Participate in digital channel refreshes, working with BM's and Marketing team to produce strong visual treatments using best practice digital design standards, and contribute to sustainability strategy.

**Senior Web Developer / Graphic Designer / Digital Marketing** November 2015 – November 2018

#### **Dubai Medical Equipment L.L.C. — Information Technology**

- Assist in expanding, maintaining, and supporting interactive public-facing websites
- Develop websites using HTML, PHP, CSS, Bootstrap, and related technologies
- Work on front-end and back-end development, including web-based applications
- Integrate text, graphics, and multimedia elements (images, audio, video)
- Strong experience with WordPress, Magento, and Joomla CMS platforms
- Theme and template integration, installation, and plugin management
- Good knowledge of Photoshop and visual design tools
- Define layouts, colors, typography, images, and overall visual style
- Create marketing and branding assets including logos, landing pages, banners, ads, flyers, brochures, and infographics
- Support SEO activities including on-page optimization and technical SEO tasks
- Experience with Google Analytics, Webmaster Tools, and keyword research tools
- Knowledge of SEO, SEM, PPC, and Google AdWords campaigns
- Ability to optimize site performance, including metadata, site speed, and indexing files (robots.txt, .htaccess)
- Experience in link building, inbound traffic generation, and local SEO strategies
- Understanding of cross-browser and cross-platform compatibility issues
- Design and manage email marketing campaigns using tools like Mailchimp, including HTML templates
- Create responsive and optimized web designs focused on UI/UX principles
- Manage social media marketing campaigns, content creation, and engagement strategies
- Develop and publish digital content across social media platforms to drive engagement and leads
- Design social media creatives including covers, ads, thumbnails, and profile assets
- Monitor, analyze, and report campaign performance and user engagement metrics
- Engage with online communities, manage brand reputation, and respond to reviews and queries
- Stay updated with trends in SEO, social media, and digital marketing strategies
- Translate analytics insights into actionable improvements for campaigns and website performance

**Web Developer** September 2014 – October 2015

**Alfa KPO Pvt. Ltd. — Information Technology**

- Extensive knowledge and experience of building WordPress CMS websites using the best
- Practice & de-facto standard plugins and Widgets.
- Experience working with WordPress at code level:
- Knowledge of existing inbuilt WordPress functions
- Creation of custom post types
- Creation of plugins/widgets written to conform with the WordPress coding standards
- Creation of clean, logical, well-documented and re-usable code
- Theme/Template integration
- Knowledge of WordPress Network (Multisite) beneficial
- Knowledge and experience of web accessibility
- Good understanding of cross-platform and cross-browser issue.
- Know how to convert PSD files in HTML/ WordPress
- Knows child themes and creating bootstrap.
- Theme installation, updates, various plugins installation & activation.
- Strong visual design sense, including typography and modern UI trends
- Knowledge of privacy-centric analytics frameworks for improving user journeys
- Strong understanding of responsive design, cross-platform compatibility, and accessibility
- Performance-driven mindset with continuous improvement approach
- Strong problem-solving skills with attention to detail
- Ability to work independently and collaboratively in remote environments
- Excellent communication, collaboration, and problem-solving skills
- Passion for creating intuitive and user-friendly interfaces
- Skilled in delivering consistent, accessible, and high-quality user experiences across devices.

**Web Developer** July 2012 – September 2014

**Groovey Digitech Company — Information Technology**

- Editing and Updating the CSS files
- Editing images and updating the content
- Uploading and Updating files on server
- Knowledge of building WordPress CMS websites
- Responsive Web Design.
- Convert PSD files to WordPress
- Knowledge of child themes and custom themes

## **TECHNICAL SKILLS**

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### **Languages & Frameworks:**

HTML5, JavaScript, jQuery, XML, Bootstrap, PHP, CSS3

### **Marketing Skills:**

SEO, SMM, SMO, PPC, CPC, Link Building, Video Marketing, Email Marketing, Google AdWords, Google Analytics, Domain & Page Authority Optimization, On-page & Off-page SEO

### **Databases:**

Microsoft SQL Server, MySQL, phpMyAdmin

### **CMS Platforms:**

WordPress (all versions), Joomla, Magento, SAP

**Design & Frameworks:**

UI/UX Design, Adobe Creative Suite (Photoshop, Illustrator, XD), Figma, Canva, Responsive Design

**EDUCATION**

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**B.Sc. Computer Science**

**Mumbai University — Mumbai, India**

Year of Completion: 2012 | Specialization: Computer Science

**Diploma in .NET (Government Recognized)**

**NIIT — Mumbai, India**

Year of Completion: 2013 | Grade: First Class

**PHP & MySQL Developer Course (Govt. Recognized)**

**Vissicom — Mumbai, India**

Year of Completion: 2015 | Grade: First Class

**PERSONAL DETAILS**

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**Name:** Needa Gulam Mohd Shaikh

**Date of Birth:** 17th April 1990

**Nationality:** Indian

**Languages:** English, Urdu, Hindi

**Visa Status:** Employment visa

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I hereby declare that the information provided above is true to the best of my knowledge and belief.

Needa Shaikh Gulam Mohd · Dubai, UAE