Yousuf Ameer

FULL STACK DEVELOPER

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ABOUT ME

I'm a Senior Full Stack Developer with experience in PHP, WordPress, Shopify (Liquid), Magento, and OpenCart. I build clean, responsive, high-performance websites and e-commerce systems with a focus on usability, conversion, and scalable architecture.

I work across front-end and back-end development, covering HTML5, CSS3, JavaScript, jQuery, MySQL, REST APIs, JSON, and custom theme and plugin development. I combine UX/UI principles with tools like Figma and Adobe Photoshop to create user-friendly interfaces that load fast and follow best practices. My work includes API integration, payment gateway integration, security hardening, SEO improvements, caching, performance optimization, cross-browser compatibility, and CI/CD-ready code structures. I'm comfortable with Git, Agile workflows, testing, debugging, deployments, and cloud-based hosting environments. Explore my work: www.yousufameer.com

WORK EXPERIENCE

Vurks | Dubai   Jun 2024 - Oct 2025
Product User Interface Developer

- Delivered 40% revenue growth in three months by planning and launching four major product features.
- Built responsive layouts and interactive UI components to improve usability and engagement.
- Translated complex workflows into simple user journeys using UX principles and user insights.
- Worked closely with the backend team to integrate APIs and ensure smooth front-end performance.
- Maintained cross-device consistency and optimized interface speed, accessibility, and stability.
- Collaborated with the marketing team to align UI design with brand strategy and conversion goals.
- Improved overall product experience through research, prototyping, testing, and iterative design.

Array Digitals | Karachi   Aug 2022 - May 2024
Head of Production

- Led the full delivery of digital projects across design, development, and marketing teams.
- Managed the entire project lifecycle from concept, planning, and execution to launch.
- Ensured high-quality delivery by reviewing work, managing timelines, and enforcing standards.
- Directed cross-functional collaboration to meet business objectives and exceed client expectations.
- Oversaw production processes, workflows, and resource allocation for efficient output.
- Provided leadership, progress tracking, and strategic decision-making to maintain smooth operations.
- Ensured all project deliverables met brand, technical, and performance requirements.

SnapWeb Services | Remote Job / United States   Aug 2020 - Aug 2021
Full Stack Developer

- Built responsive, cross-browser interfaces with strong focus on UI/UX best practices. Integrated SEO improvements to increase visibility and organic traffic.
- Developed and optimized Shopify and WooCommerce e-commerce stores for speed and performance.
- Converted PSD designs into clean HTML, CSS, JavaScript, and custom WordPress templates.
- Created dynamic components and web apps using React to enhance customer engagement.
- Wrote clean, secure PHP and HTML code to improve overall site performance.
- Managed CMS updates, plugins, and content using WordPress and other platforms.
- Coordinated with USA-based teams, handling client communication and remote collaboration.
- Stayed updated with industry trends to apply modern development practices.

Brand H2O PVT LTD | Karachi   Jul 2018 - Jul 2021
Full Stack Developer

- Developed secure PHP and WordPress applications with custom themes and plugins.
- Built responsive user interfaces using HTML, CSS, JavaScript, and reusable front-end components.
- Converted PSDs into clean, optimized HTML/CSS templates for fully responsive layouts.
- Worked on Shopify (Liquid), Magento, and OpenCart development for e-commerce clients.
- Built dynamic features and UI components using React to improve functionality.
- Optimized website performance, ran debugging cycles, and ensured code security.
- Collaborated directly with clients to deliver tailored technical and design solutions.
- Maintained documentation, project updates, and best coding practices.

Axact | Karachi   Jun 2012 - Jul 2018
Associate Architect UI / Project Lead

- Managed complete project workflows including planning, coordination, and daily progress tracking.
- Supervised development teams, handled code reviews, and managed Git version control.
- Led R&D initiatives to improve internal processes and technical solutions. Built landing pages and websites from scratch for multiple brands. Performed site migrations, SEO audits, and page speed optimization for performance gains.
- Ensured on-time delivery and maintained strong communication with cross-functional teams. Oversaw existing implementations and guided development best practices.

ITSec Pvt Ltd | Karachi   Nov 2011 - Jun 2012
Front-End Developer

- Designed clean and intuitive UI/UX layouts with a focus on user-friendly navigation.
- Developed responsive front-end structures using HTML, CSS, and JavaScript.
- Ensured cross-browser compatibility and adherence to accessibility standards.
- Optimized code for faster load times and improved website performance.
- Collaborated with teams to troubleshoot UI issues and implement technical fixes.
- Performed QA testing, debugging, and documentation to support development processes.
- Delivered consistent, well-structured front-end experiences across multiple platforms.

EDUCATION

Diploma In Business Administration | Karachi | Pakistan   2008
Intermediate in Commerce, Business/Commerce, General

Completed a **Diploma in Business Administration**, gaining a strong foundation in management, marketing, finance, and organizational behavior. Developed practical skills in business planning, communication, and problem-solving to support effective decision-making in professional environments.

Little Folks High School   2005
High School, Computer Science

LINKS

LinkedIn   **Portfolio**
www.linkedin.com/in/yousuf-ameer   www.yousufameer.com

SKILLS

UI Engineer	Front-End Development
Team Management	PHP
Wordpress	Shopify
Magento	HTML, CSS, Responsive

LANGUAGES

English	Hindi
Urdu	Gujrati

PERSONAL DETAILS

Nationality	Date of birth	Visa status	Marital status
Pakistani	30/Aug/1989	Residency Visa (With NOC)	Married

COURSES

Agentic AI for Developers: Concepts and Application for Enterprises

Project Management Foundations Ecommerce Fundamentals Figma Essential Training Introduction to Web Design and Development