

Creative UI/UX Designer and WordPress Developer with **3+ years of experience**. Skilled in Figma, Elementor, and responsive web design, delivering user-friendly digital solutions that drive engagement and performance.

Important Link : [Portfolio](#)

Experience

UI/UX Designer & Wordpress Developer

Rands Digital Agency

Dubai, UAE | Jan 2025 - Present

- Redesigned and developed the Royal Star Yachts website with a modern UI, enhancing user experience and increasing customer inquiries.
- Revamped the Kilukka Farm website with a clean, responsive design and stay booking functionality tailored for rural tourism and hospitality.
- Designed and delivered branded websites in Figma and converted them to WordPress using Elementor for clients including Adorn LED Screen, Destivo Travel Agency, RR Concierge, Dahya Yachts, and Prominent Limo Service. All UI designs were approved on the very first submission with no revisions required, ensuring high-quality design accuracy and client satisfaction.
- Created high-converting landing pages for Google Ads campaigns, improving ad relevance, lead capture, and conversion rates across digital marketing funnels.

UI/UX Designer & Wordpress Developer

Teqnius Innovations Pvt Ltd.

Kozhikode | Mar 2024 - Dec 2024

- Developed responsive WordPress websites for clients including Credit Institute of Canada, Engo Academy, Pure Malabar implementing custom CSS, HTML, and JavaScript to enhance usability, interactivity, and SEO performance.
- Designed UI/UX for a project management software to streamline workflows, delivering an intuitive design that improved user engagement and workflow efficiency.
- Optimized user experience for client websites by conducting usability testing, refining navigation flows, and implementing responsive design improvements, leading to enhanced user engagement and satisfaction.
- Collaborated with cross-functional teams to refine scalable designs, delivering high-quality solutions that received positive client feedback.

UI/UX Designer & Wordpress Developer

Whoolab Technologies

Trivandrum | Jan 2023 - Feb 2024

- Designed and developed responsive, SEO-optimized websites for clients like Kerala Cricket Association, Scarlet International, and Sight Agency, focusing on speed, usability, and brand consistency.
- Created a clean, intuitive ERP user interface with optimized modules for BOQ, Work Orders, and Vendor Management, enhancing usability and workflow efficiency across devices.
- Revamped Whoolab's website with a bold superhero-themed UI, custom iconography, and a polished case study layout to strengthen branding and improve user engagement.
- Built reusable UI components and scalable design systems to ensure consistency, faster development, and a seamless experience across desktops and tablets.

Skills

UI & UX Design

Responsive Design

Wireframing

Prototyping

Theme Customization

SEO-Friendly Layouts

Web Optimization

Figma to WordPress

Elementor Expert

Cross-Browser Testing

Tools

Figma

Adobe CC

Elementor

WordPress

Miro

HTML

CSS

JavaScript

PHP

Education

● **C-Tech Specialist Programme Web Technology** **Image Creative Education**

Kollam, Kerala | 2020 - 2022

● **B.Com** **Swami Vivekanand Subharti University**

Meerut, U.P | 2024 - Currently Pursuing

Declaration

The information contained in this resume is accurate to the best of my knowledge. As the author, I am fully responsible for the accuracy of the information provided.

Salmanulfarizi