



SYED FASEEH UL HASSAN

Senior Web Developer

Details

Cambridge

United Kingdom

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Links

[Personal Website](#)

[Linkedin](#)

Skills

Python

Shopify

Magento Development

Performance Optimization

Text Classification

DevOps

Docker

Laravel

PHP

HTML

CSS

WordPress

Web Development

Git

Java

Leadership

Profile

Accomplished Web Developer with over 7 years of hands-on experience in designing, optimizing, and scaling eCommerce platforms. My core expertise lies in PHP, with extensive experience in developing high-traffic online stores using Magento and WordPress. I have successfully led and delivered dynamic eCommerce projects across various industries, ensuring robust performance and seamless user experiences. A significant part of my experience includes managing complex migrations from Magento to Shopify, where I've ensured smooth transitions that maintain site integrity and boost customer satisfaction. Additionally, my skills in Python and AI enable me to integrate innovative features that drive business growth and enhance user engagement. I thrive in fast-paced, dynamic environments, consistently exceeding client expectations with scalable, user-centric solutions. My passion for staying ahead of industry trends and my commitment to delivering high-quality results make me a valuable asset to any eCommerce project or team.

Employment History

Web Developer Freelance Consultant – Upwork Cambridge (Remote)

JANUARY 2017 — PRESENT

As a freelance web developer on Upwork, I specialize in creating and optimizing eCommerce platforms using Magento and WordPress. My expertise includes leading complex migrations, such as transitioning large-scale Magento sites to Shopify while preserving data integrity and performance. I have developed custom WordPress plugins and themes tailored to specific client needs, and optimized existing eCommerce platforms to enhance speed, security, and user experience. Additionally, I provide ongoing maintenance and technical support for high-traffic online stores, ensuring seamless functionality and continued growth.

Web Developer, HARBOR REAL ESTATE, Dubai

SEPTEMBER 2021 — SEPTEMBER 2023

As a Web Developer and Digital Marketer at HARBOR Real Estate, responsibilities include designing, developing, and maintaining websites. Utilizing skills in PHP, WordPress, LARAVEL, JavaScript, CSS, and HTML, visually appealing and user-friendly websites are created to drive engagement and conversions. Additionally, expertise in digital marketing, including SEO, email marketing, and social media advertising, is leveraged to optimize online presence and generate leads.

Web Dev Manager & Digital Marketer, Zillancer, Dubai

OCTOBER 2020 — SEPTEMBER 2021

At Zillancer, I managed WordPress projects, ensuring timely delivery and quality. Spearheaded lead generation via Facebook, Google, & Instagram, optimizing ROI. Collaborated cross-functionally, crafting intuitive websites, and driving business growth. Provided guidance to the team, maintaining website functionality, and resolving issues promptly. Devised strategic digital marketing campaigns to generate leads, continuously optimizing strategies to enhance ROI. Played a pivotal role in developing the Zillancer freelancing platform, contributing to business milestones.

Course Coordinator, Oxford Summer Courses, Cambridge

JUNE 2024 — PRESENT

As a Course Coordinator at Oxford Summer Courses, I lead engaging summer programs at Oxford and Cambridge. With IT expertise and strong communication

MySQL

SQL

JavaScript

MBootstrap

Roberta

jQuery

API Integration

Speech Synthesis

Chatbots

skills, I prioritize student welfare, coordinate activities like day trips and dining, and ensure a safe environment. I support the social program, collect marketing material, and maintain a professional image. Known for teamwork and initiative, I enhance educational experiences through organization and dedication.

Front House Officer, Graduate Cambridge, Cambridge

APRIL 2024 — PRESENT

As a Front House Officer at Graduate Hotel Cambridge, I excel in customer service, event coordination, and maintaining a welcoming atmosphere. I manage guest interactions, arrange events, and ensure smooth operations, showcasing strong organizational and communication skills while fostering a positive guest experience and enhancing hotel services.

Student Ambassador, Aru Temps, Cambridge

NOVEMBER 2022 — PRESENT

As a Student Ambassador at ARU Temps, I engaged with prospective students, shared experiences, and offered guidance at open houses and university events. Collaborating with a team, I facilitated campus tours, developed strong communication skills, and promoted campus community and belonging.

Student Support Assistant, Equality Focus LTD, Cambridge

SEPTEMBER 2023 — MARCH 2024

As a Student Support Assistant, I enhance the academic journey for students with disabilities by providing tailored support, facilitating note-taking solutions, coordinating campus transitions, and promoting a supportive environment through proactive collaboration.

FULL STACK Engineer , Bright Image Cooperation, Lahore

AUGUST 2020 — OCTOBER 2020

Bright Image focuses on IoT devices and home solutions related to Internet of Things. Working as a full stack developer/ Assistant for different projects of Bright Image Corporation. Key responsibilities are to develop and manage some of their project in the loop and also to consult them about how to convert their previous project into more digital solutions..

FULL STACK/ CORE PHP DEVELOPER , Advertron, Lahore

JULY 2020 — AUGUST 2020

Working as a Core PHP developer with an Australian company. Roles and responsibilities : PHP scripting. Bug /error fixation Front end and back end integration. Connection and creation of databases. Making back ends for CRM projects. Custom plugins and theme development in WordPress. Working and creating sites in Wix as well.

Project Manager, Blurb Media Inc, Lahore

JANUARY 2019 — JUNE 2020

Worked as a project manager and a core PHP developer for a matrimonial project of Blurb Media Inc. I am responsible to execute all the operations of the project along with the social media marketing and promotion of the business across different platforms. Furthermore, I am also managing other networking and e-commerce projects of the company. These projects include configuration of different servers

along with time to time maintenance. I am also responsible to send quotations and proposals to old and new potential clients.

PHP Developer, Education Speedy, Lahore

DECEMBER 2017 — DECEMBER 2018

As a PHP Developer at Education Speedy, I was responsible for web API development, website and portal development, and integration of animations into the web portal.

I worked on creating a tech-based educational startup which digitalized the current curriculum by making animations that help teach core concepts of science more efficiently. My role included developing web portals and content for both online and offline students.

Education

MSC AI AND BIG DATA, ANGLIA RUSKIN UNIVERSITY, Cambridge

SEPTEMBER 2022 — MARCH 2024

I graduated from Anglia Ruskin University, Cambridge, with an MSc in Artificial Intelligence and Big Data, achieving a distinction in my final project.

MSC ELECTRICAL ENGINEERING, NATIONAL UNIVERSITY OF COMPUTER AND EMERGING SCIENCES, Lahore

OCTOBER 2018 — SEPTEMBER 2020

I earned an MSc in Electrical Engineering from NUCES FAST, Lahore, complemented by exploration in blockchain technology for decentralized solutions.

BSC COMPUTER ENGINEERING, UNIVERSITY OF ENGINEERING AND TECHNOLOGY, TAXILA

OCTOBER 2013 — OCTOBER 2017

I completed my Bachelor of Science in Computer Engineering from UET Taxila, gaining expertise in computer systems and programming principles.

Developed Websites

I have developed many websites, but here are a few that I am particularly proud of:

- harbordubai.com
- mohanadalwadiya.com
- syedfaseeh.com
- growwww.elantratech.uk
- swisso.co.uk
- theoceanroboticsproject.com
- zillancer.com

Projects

Sentiment Insight: A Multimodal Approach to Analysing Amazon Fine Food Reviews, Cambridge

SEPTEMBER 2023 — MARCH 2024

We conducted sentiment analysis on Amazon Fine Food Reviews, utilizing NLTK, Roberta, logistic regression, and decision trees for accurate classification and addressing data imbalance with SMOTE.

Watch Auction Marketplace, Cambridge

APRIL 2024 — JULY 2024

I developed a bespoke watch auction platform on WordPress, complete with a custom theme. The platform includes a marketplace where users can bid on and purchase high-end luxury watches. It offers a seamless bidding and purchasing experience, enhancing accessibility to exclusive timepieces for enthusiasts and collectors alike.

Courses

AWS Academy Graduate - AWS Academy Machine Learning Foundations, Amazon Web Services Training and Certification

MARCH 2023