POURYA FARABIFAR

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PROFESSIONAL SUMMARY

Experienced web developer with expertise in front-end development, including HTML, CSS, JavaScript, and WordPress. Successfully expertise in developing and optimizing over 100 websites, improving website speed through effective code maintenance and optimization techniques. Skilled in using Google Search Console and Google Analytics to improve SEO and ensure mobile responsiveness.

SKILLS

- **Front-End Development:** HTML, CSS, JavaScript, jQuery

- **Website Optimization:** SEO (Search Engine Optimization), Google Search Console, Google Analytics, AdWords

- Adobe Photoshop, Illustrator, Premiere

- Team Leadership and Project Management

- **CMS Expertise:** WordPress Theme Development and Customization

- **Digital Marketing:** Social Media Marketing, Digital Campaigns

- Design Sensibility and Attention to Detail

- Collaboration with Cross-Functional Teams

WORK HISTORY

10/2016 to Current **Web Design Manager**
Puzzle

- Implemented a consistent branding strategy across the company website, enhancing user experience; achieved a 60% increase in page views and a 30% rise in customer engagement
- Partnered with design, development, and marketing teams to roll out 3 new websites
- Collaborated with UX/UI designers to revamp the user interface and crafted visually stunning web graphics, leading to a 40% increase in user satisfaction
- Architected and upheld responsive web designs employing HTML, CSS, and JavaScript; elevated site performance, reducing downtime by 35%

- Optimized website performance by conducting thorough testing, debugging, and code optimization
- Designed and developed custom WordPress websites for 20+ clients, enhancing user experience and functionality
- Improved website loading speed by 50% through strategic caching, high-efficiency image optimization, and streamlined code; resulted in a 30% rise in user retention
- I achieved a 40% increase in income for the web design department within one year at Puzzle company

04/2015 to 12/2015 **Technical Staff**
Karafarinweb

- Enhanced website performance through advanced caching techniques, image compression, and code optimization, achieving a 50% reduction in load times
- Performed website updates, bug fixes, and troubleshooting to ensure optimal performance

11/2014 to 03/2015 **Sales Consultant (Part-Time)**
Electrocity Store

- Sales and consultation for Apple products, smartphones, and accessories within a store environment

EDUCATION

Bachelor: **Software Engineering**
Azad University - Iran

CERTIFICATIONS

- Programming with JavaScript
- Introduction to Front-End Development