MUHAMMAD ALI

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Summary

Result-driven Web Developer with 2+ years of experience building high-performing web applications and digital marketing assets. Proven track record in Responsive Design, Technical SEO, and UI/UX troubleshooting to boost conversion rates and site speed using HTML, CSS, JavaScript, PHP, and Python.

Work Experience

Software Intern Jan 2026 – Jun 2026
ANALOG.PK

- Developed PHP and JavaScript web features that translated client requirements into high-converting marketing UI components.
- Resolved cross-browser front-end and back-end defects, improving application stability and user experience by 25%.
- Optimized page assets for faster load times and integrated REST APIs to sync web analytics with marketing reporting tools.

Junior Developer Aug 2025 – Dec 2025
DUO SOLS

- Built and maintained WordPress and custom PHP landing pages focused on conversion rate optimization and lead generation.
- Executed technical SEO and mobile-first Responsive Design, eliminating 100% of device-specific layout issues.
- Structured SQL databases to power dynamic content delivery for targeted email marketing and digital outreach.

Education

BS Software Engineering, GPA: 3.90 / 4.00 October 2022 – Sept 2026
VIRTUAL UNIVERSITY OF PAKISTAN

Skills

Web Development: HTML, CSS, JavaScript, Responsive Design, jQuery, Tailwind CSS

Backend & Database: PHP, Python, MySQL, PostgreSQL, MongoDB, REST API integration

Digital Marketing & CMS: Search Engine Optimization, WordPress, Landing Page Optimization, Email Marketing, Web Analytics

DevOps & Tools: Git, GitHub, Docker, AWS, JIRA

Projects

SmartFile — AI Document & File Converter https://officialali.dev/
Built a 20-in-1 browser-based document utility supporting Word-to-PDF, PDF-to-Word, file compression, and AI OCR marksheet-to-Excel extraction with client-side processing.
Technologies: HTML, Tailwind CSS, JavaScript, AI OCR

ARY Plus Downloader — Universal Media Extraction Platform https://www.aryplusdownloader.tech/
Developed a high-speed multi-fragment media downloader enabling HD MP4/MP3 extraction from ARY Plus, YouTube, Instagram, and TikTok alongside an SEO-optimized CMS.
Technologies: PHP, JavaScript, REST APIs, Technical SEO

ManuSOL — Manufacturing Management System
Built a full-stack ERP covering production scheduling, multi-warehouse inventory tracking, purchase orders, live KPI dashboards, and mobile camera/file QR & barcode scanning.
Technologies: PHP, Tailwind CSS, MySQL