

Parham Khosro

Web developer / UI|UX designer /SEO Consultant

London, WD6 | 447585078632 | p.khosro@gmail.com

CAREER PROFILE

web developer and SEO consultant with over a decade of expertise in crafting functional, attractive, and responsive websites for small to medium-sized businesses. Leveraging modern technologies and best design practices, I excel in WordPress and eCommerce solutions, ensuring compliance with the latest Google algorithms. My work significantly improves UX scores and customer retention, highlighting a deep commitment to creating web experiences that not only meet but exceed user expectations.

KEY SKILLS AND STRENGTHS

Professional/Management: Planning site designs, functionality, and navigation, along with audience funnels and data capture points.
Building wireframes, user flow & prototypes using Figma/adobe xd which were then turned into functional and responsive digital products.
Developed responsive WordPress themes optimised for mobile.
Developing custom plugins that improve business performance.
Optimised websites for usability, SEO, speed, and accessibility
Customising WordPress to support specific functionality.
Integrating with third-party APIs.
Effective communication and stakeholder management.
Quality assurance and control.
Codebase version control via GitHub/Gitlab
Proficient in project management tools such as Microsoft Project, JIRA.
Strong leadership and team management skills.
Comprehensive understanding of project management methodologies (Waterfall, Agile, Scrum).

CAREER HISTORY

2022 – September/ 2024- May

18-month contract: **My eye-clinic Ltd | *Web Developer/ UI/UX designer / SEO consultant***

- Product requirements refinements and planning.
- SEO strategy planning and implementation.
- Complete brand design system planning and implementation.
- Prototyping and concept development.
- UX and UI designs planning and development.
- User flow design and development.
- Custom theme and plugin development.
- Developed custom functionality to fulfil business requirements.
- Third party API's integration.
- Implemented GitLab-based Agile development pipeline emphasizing test-driven development.
- Project Execution planning.
- Providing guidance and direction to the product owner in drafting project specifications.

2022 – Jun - Aug

3-month contract: **Fasthosts Ltd | *Web Developer***

- Implemented websites and landing pages from concept through deployment.
- Standardised all output with a new, responsive, mobile-first approach and strategy.
- Assessed UX and UI designs for technical feasibility.

- Proactively liaised with the design team and the project manager to ensure efficient and timely delivery of significant projects.
- Coordinate with 5 stakeholders to interpret business requirements and implement their feedback.
- Using a test-driven development approach to code web page components In an Agile environment.
- Advanced use of self-hosted Gitlab for complex codebase version control.

2017 – 2022:

Digital Technologia Ltd | *Web Designer/ Developer /SEO consultant*

- Build websites using WordPress.
- Prepare website proposals to present to clients.
- Provide technical support to clients.
- Building custom themes.
- Building custom plugins.
- Design new features for existing websites.
- Act as the company expert in optimising client website for SEO and improve websites ranking and visibility.
- Customize themes to meet clients' requirements.
- Manage a user guide to help clients understand site features and management of website to increase visitor satisfaction.
- Work on a new SaaS project to expand the company into SaaS product provider.

2014 – 2015:

Azteq | *Development team leader*

- Provision of technical support for website and IT infrastructure
- Managing in house development team
- Communication across multiple channels
- Carrying out scheduled project meeting
- Working closely with product manager on project prototyping and backlog

2011– 2014:

Digital Keystone| *Developer/Deployment engineer*

- Developed a rigorous testing regime to ensure bug-free code and accurate reporting in Jira Extensive web development service
- Led on developing an innovative and speedy new admin panel for the customer Project
- Created consistent page formatting and functionality across various browser ecosystems (Chrome, Edge, Opera, Safari) in both desktop and mobile.

2008 – 2011:

PressTV| *Technical Support Engineer*

- Provided technical support to maintain the effective operation of the organization's website and applications (plus their 'geevs' video server)
- Day-to-day website server maintenance
- Website backup
- Security monitoring

EDUCATION

BSc Computer Network Engineer | 2008
London Metropolitan University

ADDITIONAL TRAINING & COURSES

Professional Scrum master certification (**PMS I**) (Mar 2020).

Growth-Driven Design certified (**HubSpot**) (May 2020).

REFERENCES (*excellent references available upon request*)