FAIZAN NAWAZ

Senior Frontend Developer | Technical & Digital Project Delivery

Pakistan (Remote / International Clients) | faiziisheikh@gmail.com | +92 347 8155981 | linkedin.com/in/faizan-nawaz | Portfolio: faizannawaz.vercel.app

PROFESSIONAL SUMMARY

Frontend developer with 5+ years shipping production sites and applications — WordPress, Shopify, Webflow, GoHighLevel, and React.js/Next.js — for clients outside Pakistan, owning each build from requirements through launch. Currently Senior Frontend Developer at Skymium Technologies, where an AI-assisted workflow (Replit, Lovable, Claude Code) is central to delivering fast without cutting quality. Works directly alongside designers, marketers, and business stakeholders across concurrent client projects, and independently owns two live consumer products end-to-end — from planning and build through iteration.

CORE COMPETENCIES

- Cross-Platform Web Delivery
- Cross-Functional Collaboration
- Multi-Project Coordination
- Sales Funnel & Landing Page Architecture
- Requirements Gathering & Client Communication
- AI-Assisted Development Workflow
- QA & Launch Management
- End-to-End Product Ownership (0→1)

TECHNICAL SKILLS

Frontend: HTML, CSS, JavaScript, React.js, Next.js, React Native

Languages: PHP, SQL

CMS & Ecommerce: WordPress, Shopify, Webflow

Funnels & Automation: GoHighLevel, Kartra, ClickFunnels

AI-Assisted Development: Replit, Lovable, Claude Code, Gemini, ChatGPT

Design & Productivity: Figma, Canva, VS Code, Beehiiv

PROFESSIONAL EXPERIENCE

Senior Frontend Developer / Vibe Coder — Skymium Technologies 4 Years – Present

- Build frontend and WordPress sites for clients outside Pakistan, from custom theming to full builds, owning each project from requirements through launch.
- Use an AI-assisted workflow — Replit, Lovable, Claude Code, Gemini, and ChatGPT — as the daily approach for shipping React.js and Next.js builds quickly without cutting quality.
- Build GoHighLevel, Kartra, and ClickFunnels sales funnels for client marketing campaigns.
- Set up and customize Shopify storefronts for client ecommerce brands, from configuration through launch.
- Deliver Webflow builds, working alongside designers and marketers from handoff through launch.

Frontend Developer — Creative Groot 3 Months

- Built responsive, SEO-friendly WordPress sites for clients.
- Customized themes and plugins to match client requirements and design specifications.

React Native Intern & Frontend Developer — EMI Fusion 4 Months

- Contributed to a React Native mobile app build as part of a small team.
- Built WordPress sites while learning frontend development and CMS fundamentals.

SELECTED PROJECTS

Calibrate *Web Development (React-based build)* calibrate.so

Conversion-rate-optimization agency site for beauty, supplements, and luxury ecommerce brands doing $2M+/year, with a multi-service architecture (CRO, A/B testing, AOV, LTV/retention), industry-specific landing pages, and case-study-driven positioning for senior ecommerce operators.

Contribution: Frontend/web build delivered for a client outside Pakistan, from build through launch.

Demonstrates: Sophisticated information architecture and premium visual execution on a copy-heavy B2B marketing site.

Artem Straps *Shopify* artemstraps.com

Premium direct-to-consumer Shopify store for sailcloth and leather watch straps, serving 30,000+ customers with a 4.7–4.8 star rating, video-driven social proof, press coverage (Hodinkee, Fratello, WatchTime), and a multi-tier catalog spanning HydroFlex rubber, Barenia leather, and nylon straps.

Contribution: Shopify store setup and storefront customization, consistent with ongoing Shopify configuration work delivered for clients.

Demonstrates: Premium DTC ecommerce UX, catalog structuring, and native review/UGC integration at meaningful customer scale.

Premium Supps *Shopify* premiumsupps.net

Australian direct-to-manufacturer Shopify store for sports supplements, featuring live weekly order/customer-count widgets, per-product third-party lab-report modules with linked PDFs, and tiered bundle pricing across 55,000+ verified customers and 1,600+ reviews.

Contribution: Shopify store setup and storefront customization, consistent with ongoing Shopify configuration work delivered for clients.

Demonstrates: Ability to work within Shopify builds that go beyond a standard theme — dynamic trust widgets, structured data, and multi-tier pricing logic.

7 Figure MSP *GoHighLevel* 7figuremsp.com

High-ticket B2B coaching funnel for managed-service-provider owners, structured around a free "Profit Audit" lead magnet, a three-step sales narrative, tiered upsell offers, video testimonials, and a competitor comparison table.

Contribution: Sales funnel build on GoHighLevel for a client marketing campaign, consistent with ongoing GHL funnel work delivered for clients.

Demonstrates: Ability to structure multi-step, multi-offer GHL funnels with layered pricing tiers for B2B coaching clients.

SportsForce Masterclass *WordPress / Elementor* masterclass.sportsforce.io

Video-sales-letter funnel for a college athletics recruiting company, built around a 4-step gated lead-capture form, embedded video, coach testimonials, and multiple popup CTA triggers.

Contribution: WordPress site build/theming for a client outside Pakistan, consistent with ongoing WordPress delivery work.

Demonstrates: Multi-step lead-capture funnels and popup-driven conversion flows on WordPress.

Cloud Campaign *Webflow* get.cloudcampaign.com

B2B SaaS marketing site for a social-media-management platform aimed at agencies, with a feature-comparison table against Hootsuite/Sprout Social/Buffer/Loomly, tabbed feature sections, and dense social proof.

Contribution: Webflow build delivered alongside designers and marketers from handoff through launch.

Demonstrates: Execution of a designer-led Webflow build with complex comparison/feature-table sections.

HBH Management *WordPress / Elementor* hbhmanagement.com

Marketing site for a land acquisition and development company that buys vacant lots, rural acreage, and inherited parcels for cash. Built around two audiences: a seller-facing "Sell My Land" path with a clear cash-offer pitch, and a buyers-network signup giving builders, developers, and investors early access to off-market parcels, supported by four land-service categories and a trust-focused promise section.

Contribution: WordPress site build and Elementor page design for a client outside Pakistan, consistent with ongoing WordPress delivery work.

Demonstrates: Dual-audience lead-generation structure (sellers and buyers) with clear CTAs and a bold, image-led layout on a service-business site.

J. Friedman CPA *Web Development* jfriedman.cpa

Professional website for an independent CPA practice, presenting accounting and tax services to prospective clients and directing visitors to inquiry and contact.

Contribution: Website design and build for a professional-services client, from layout through launch.

Demonstrates: A clean, credibility-first layout suited to an accounting practice, where trust and clarity matter more than visual flash.

BME Bookkeeping *WordPress / Elementor* bmebookkeeping.com

Single-page marketing site for a Miami-based bookkeeping firm serving solopreneurs and small businesses, with anchored navigation (About, Services, Why Choose Us, Testimonials), six service cards (monthly bookkeeping, catch-up and cleanup, payroll, accounts payable, financial reporting, QuickBooks setup), a testimonial carousel, and consultation-booking CTAs.

Contribution: WordPress site build and Elementor page design for a client outside Pakistan, from layout through launch.

Demonstrates: Structuring a multi-service offering into a scannable one-page layout with in-page navigation and repeated conversion points.

True Cut Grass *WordPress / Elementor* truecutgrass.com

Multi-page website for a family-owned lawn care and landscaping company serving Columbus, GA and surrounding areas, with six service categories (mowing, landscaping, turf installation, tree and hedge care, garden clean-ups, outdoor lighting), a categorized project gallery, client reviews with a Google Reviews link, click-to-call, and a quote-request form with a service selector.

Contribution: WordPress site build and Elementor page design for a local-business client outside Pakistan, from layout through launch.

Demonstrates: Local-service conversion design: quote forms, click-to-call, portfolio proof, and review integration across About, Services, and Contact pages.

River Gate Auto *WordPress / Elementor* rivergateauto.com

Used-car dealership website with a searchable inventory filtered by make, model, price, fuel type, transmission, drive type, body style, year, mileage, and features; featured-vehicle cards; brand and body-type browse pages; a financing page; an interactive monthly-payment loan calculator; and user login and registration.

Contribution: WordPress and Elementor build with a car-listing plugin configured for inventory, search filters, and finance tools, for a client outside Pakistan.

Demonstrates: Ability to deliver data-driven WordPress builds (custom listings, multi-filter search, calculators) that go beyond a standard brochure site.

Additional platform work:

- WordPress — Boss Bodies (fitness coaching membership site), Dental Marketing Australia (agency site with lead-diagnostic quiz), and UK Compounding (peptide research-compound storefront).
- GoHighLevel — Real Gold Quiz (gold/silver IRA lead-gen quiz), Better Balance Blueprint (credit-card offer quiz), Sovereign Brotherhood (retreat registration funnel).
- Shopify — Palm Bee (omnichannel Australian fashion retailer, 8+ physical stores plus online catalog).

PERSONAL PRODUCTS

Pixly *React, Vite, Lovable* pixel-studio1.vercel.app

Free, in-browser image-editing and conversion tool suite with 16+ tools, designed and shipped solo.

Owned the full lifecycle — feature planning, build, SEO setup, and ongoing iteration — with an eye toward monetization.

Nitro Muscle *Lovable, Capacitor, Supabase*

AI-powered fitness app spanning web, iOS, and Android — AI camera food-scan calorie/macro tracking, workout plans, and a CMS admin panel, all on a single Supabase backend.

Built solo end-to-end, architecting both the user-facing app and the admin panel.

EDUCATION

BS Computer Science — Lahore Leads University | 2017 – 2021

PORTFOLIO

faizannawaz.vercel.app — screenshots and the complete project catalogue.