

# Asal Torbatian

## Front-End Developer, Web & Graphic Designer

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### PROFESSIONAL SUMMARY

Dedicated and detail-oriented Front-End Developer and Web Designer (bachelor's degree in software engineering in 2021) with 4+ years of experience in programming, debugging applications, redesigning systems, freelance programming and maintaining strong client communication. Specialized in developing responsive websites while integrating professional graphic design to strengthen brand identities (Logos, Banners, etc.). Skilled in managing the full project lifecycle, from initial UI/UX concepts to customization, final deployment, and optimization. Proven ability in SEO and complete visual assets for websites. Proactive in learning new technologies and solving complex technical challenges. Proficient in Microsoft Office application, photo and video design and editing tools. Reliable, flexible, adaptable, and capable of working independently with initiative and minimal supervision.

### PROFESSIONAL SKILLS

- **Web Development:** Proficient in building and maintaining responsive, high-performance websites using HTML5, CSS3, Bootstrap. Expert-level knowledge of WordPress design and plugin customization via programming, enabling bespoke functionality beyond out-of-the-box features. Skilled in maintaining code integrity and project history via GitHub, including version tracking and documentation. Adept at utilizing the advanced debugging and refactoring tools within Visual Studio to ensure scalable and bug-free software development.
- **Digital Design & UI/UX:** Strong skills in creating eye-catching visuals, including logos, professional business cards, videos and social media assets using Adobe Photoshop, Adobe Illustrator, Canva, Filmora, Adobe Premiere Pro, DaVinci, Lightroom, CapCut (Desktop & Mobile) and InShot. Focused on maintaining brand consistency and improving user interface flow.
- **E-commerce & Web Optimization:** Experienced in high-end image retouching, product consistency, and background removal for professional web use. Skilled in optimizing web assets for faster loading times and better overall performance. Experienced with Google Analytics and Google Ads.
- **Back-end development:** Familiar with Back-end development utilizing C#, with a command over SQL Server for designing and managing robust databases, ensuring seamless data integration and system stability.

## WORKING EXPERIENCE

### Graphic Designer | Freelance | Pop Street (Bullring, Birmingham, UK)

April 2026 – Present

- Designed and produced 50+ high-quality visual assets for a fast-paced hospitality brand, ensuring 100% consistency in typography and layout across all digital and print platforms.
- Developed 10+ professional menu layouts and in-store promotional materials, tailoring designs for physical locations in Bullring and optimizing 100% of assets for online delivery platforms.
- Created eye-catching visuals for 5+ major seasonal campaigns and product launches, maintaining a 100% brand consistency rate while increasing customer engagement through high-impact design.
- Consistently met 100% of urgent project deadlines by delivering high-impact assets with a same-day or next-day turnaround, working independently to maintain a seamless workflow.
- Optimized 100+ graphic assets for web and social media, improving visual performance and ensuring 100% brand alignment across all customers digital touchpoints.

### Software Designer & Developer

June 2021 – July 2024

- Developed and maintained 20+ functional, cross-browser compatible websites, delivering clean, scalable code that improved page load speeds by 30% and enhanced overall user experience (UX).
- Collaborated on 15+ comprehensive digital design projects, achieving a 100% client satisfaction rate through the creation of high-impact brand identities and visual content.
- programmed 20+ custom WordPress sites from scratch, consistently meeting 100% of project deadlines while focusing on mobile-first design and seamless navigation.
- Streamlined web workflows and implemented SEO fundamentals, resulting in a 40% increase in organic traffic and significantly improved search rankings for key corporate clients.
- Successfully debugged and resolved over 1,000+ complex technical issues and front-end inconsistencies, significantly improving site stability and user retention.

### Front-End Developer / Web Designer | Freelance

January 2020 – Present

- Designed and deployed 25+ custom, fully responsive WordPress websites, achieving a 100% mobile-friendly score and tailoring solutions to meet specific client needs across 5+ diverse industries.
- Created a wide range of visual assets, including logos and marketing materials, ensuring 100% brand consistency and increasing client social media engagement by an average of 25%.
- Performed high-end e-commerce image retouching and optimization for 500+ products, improving page load speeds by 40% and ensuring all imagery met elite professional standards for online retail.
- Managed end-to-end project delivery with a 95% on-time completion rate, overseeing everything from initial wireframing and prototyping to final testing, SEO optimization, and site launch.
- Maintained strong, patient, and proactive communication with clients to ensure 100% alignment with their vision, providing consistent availability throughout the project lifecycle and 2 months of complimentary post-launch technical support and updates to guarantee long-term site stability.

## **EDUCATION**

**BSc in Software Engineering Technology | Azad University**

## **REFERENCES**

Available Upon Request.

## **NOTICE PERIOD**

Immediately Available.