MUKHTAR ABDUSSALAM
WEB DEVELOPER | DESIGNER

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A skilled Web Developer and Designer with extensive experience in building responsive, high-performing web applications and websites with a focus on user experience, technical precision, and collaboration. My technical expertise spans HTML, CSS, JavaScript, and PHP, with proficiency in SASS for styling, Git for version control, and PHP frameworks for backend functionality. I have a deep understanding of CMS platforms like WordPress, Shopify, and HubSpot, managing both custom themes and plugin integration to meet specific client requirements. Adept at optimising web applications through techniques like image compression, code minification, caching, and SEO best practices to improve speed, engagement, and visibility in search results. Skilled at collaborating effectively with designers, product managers, and marketing teams in managing end-to-end project lifecycles, from gathering requirements and developing wireframes to launching and maintaining websites.

CORE SKILLS

- Stakeholder Management
- SEO Optimisation
- Graphic Design
- Version Control
- E-Commerce Integration

- UI/UX
- Cross-Browser Compatibility
- Project Management
- User Acceptance Testing
- SASS/SCSS

- Content Management
- Wireframing & Prototyping
- API Integration
- Testing & Debugging
- Code Reviews

CORE TOOLS

- Microsoft & G-Suites,
- HTML, CSS, PHP
- JavaScript, React & jQuery
- Adobe Acrobat

- Jira
- Adobe Illustrator and Photoshop
- CorelDraw & Figma
- Elementor & WooCommerce

- WordPress
- SQL, Node.js & Laravel
- Dreamweaver
- Shopify, Drupal & Wix

PROFESSIONAL EXPERIENCE

Web Application Developer   **February 2025 – Present**
Derby City Council

- Deliver end-to-end design and development of responsive council web applications using .NET Core, JavaScript, and CMS platforms, enhancing user experience and supporting the council's digital transformation and service accessibility objectives.
- Implemented cross-browser and device compatibility testing plans, ensuring consistent functionality and compliance with WCAG accessibility standards, leading to improved inclusivity and user satisfaction across all digital council services.
- Spearheaded migration of legacy web systems to modern Microsoft-based platforms in the first quarter, improving performance, security, and maintainability, while ensuring minimal downtime and disruption to essential council online services.
- Provide prompt technical support and issue resolution for web system users, collaborating with IT and external vendors to ensure incidents are resolved effectively and within agreed SLA.
- Developed and integrated secure, dynamic web forms and CRM workflows, automating customer service processes and improving case management efficiency by reducing manual intervention and response times significantly.
- Deliver continuous updates, configuration changes, and enhancements to the CRM system, maintaining integration integrity with other platforms and supporting efficient service workflows.
- Coordinate and execute comprehensive web security maintenance, including regular patching, user account audits, and access control updates, safeguarding sensitive citizen data and ensuring system compliance with ISO27001.

Freelance Web Developer   **August 2022 – Present**

- Built a custom e-commerce platform integrating WooCommerce, tailored checkout flows, and advanced payment gateways, meeting client requirements and driving a 25% boost in user satisfaction and 20% sales growth in the first quarter.
- Developed over 100 responsive commercial and personal websites in four years using frameworks like Bootstrap, ensuring seamless cross-browser compatibility and optimal performance across all devices.
- Applied SEO best practices, including optimised HTML markup, meta tags, and structured data, significantly enhancing clients' search visibility and organic traffic growth.
- Installed, evaluated, and customised plugins to meet unique functionality and design requirements, ensuring performance, compatibility, and smooth integration with existing site components.

- Designed and optimised website graphics using Adobe Photoshop, creating brand-aligned visuals and enhancing user appeal through high-quality, web-ready imagery and layouts.
- Trained clients in WordPress content management with step-by-step guides, reducing support requests by 40% and empowering them to independently manage and update site content confidently.
- Managed MySQL databases, designing optimised structures, executing complex queries, and ensuring data integrity, security, and performance tuning to meet client and project requirements.
- Applied UX best practices, user research, wireframing, and prototyping, to create intuitive designs, using analytics and feedback to refine usability and improve conversion rates.
- Integrated interactive 3D features using Unreal Engine's blueprint system, developing dynamic animations and virtual tours that elevated engagement and user immersion.

Website Developer   May 2020 – July 2022
Lifestalia
- Managed complete website migration to a new server, overseeing DNS updates, data integrity checks, and post-migration testing—improving site speed, uptime, and SEO performance with minimal user disruption.
- Collaborated with designers and product managers to redesign the user interface, improving navigation, accessibility, and visual consistency, resulting in increased user retention and engagement metrics.
- Implemented Git-based workflows and branching strategies to enhance version control, streamline collaboration among developers, and minimise deployment conflicts across complex multi-developer projects.
- Designed engaging web layouts using Elementor's templates and widgets, incorporating advanced effects like parallax scrolling, hover animations, and transitions to deliver a dynamic, interactive user experience.
- Created detailed project documentation including requirements, technical specifications, and timelines, improving communication, preventing scope creep, and ensuring efficient project delivery aligned with client expectations.
- Ensured full WCAG compliance by conducting accessibility audits using tools like WAVE, implementing alt text, semantic HTML, and keyboard navigation for improved inclusivity and user accessibility.
- Maintained continuous professional growth by attending web development conferences, workshops, and webinars, staying updated with emerging technologies and best practices in front-end development and UX design.

Website Developer | Designer   June 2018 – May 2020
Zayma Tech Limited
- Configured HubSpot tracking, forms, and lead generation tools, integrating CRM data with marketing automation workflows to improve user segmentation, personalisation, and conversion rates across digital campaigns.
- Built responsive, mobile-first layouts with rigorous device testing, improving usability and consistency across smartphones and tablets, resulting in a 25% increase in mobile engagement and retention.
- Executed comprehensive on-page and off-page SEO strategies using Yoast and SEMrush, optimising metadata, keywords, and structure, while integrating Google Analytics and Search Console for performance tracking and keyword monitoring.
- Designed and developed a visually dynamic website using Divi Builder, crafting custom layouts with advanced animations, sliders, and content modules that aligned with brand identity and enhanced user interactivity.
- Engineered a seamless Shopify, Drupal integration, synchronising product management and enabling smooth e-commerce workflows, which improved content efficiency and increased sales performance by 30%.
- Implemented robust security measures, SSL encryption, firewalls, and password policies, while conducting vulnerability assessments to mitigate cyber risks and protect sensitive data, reinforcing customer trust and site reliability.
- Managed CMS operations, ensuring consistent formatting, scheduling, and SEO optimisation of blog content through regular audits and system updates to maintain performance and accessibility standards.
- Conducted UX research through interviews, surveys, and usability testing to analyse user behavior, identify pain points, and optimise navigation, improving overall user satisfaction and engagement metrics.

QUALIFICATION
- **Full Stack Developer Traineeship**, IT Career Switch Ltd
- **Modern HTML & CSS From the Beginning,** Udemy
- **The Complete JavaScript Course,** Udemy
- **The Complete Web Development Bootcamp,** Udemy
- **PHP For Beginners – Become a PHP Master,** Udemy
- **Bachelor of Science,** Microbiology, University of Ilorin