

NOMAN ALI

SENIOR WEB DEVELOPER | GRAPHIC DESIGNER | SEO SPECIALIST

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PROFESSIONAL SUMMARY

Web Developer and UI/UX Designer with 8+ years of hands-on experience building websites and digital products for clients in the UAE and abroad. I have worked across the full development cycle — from initial design to launch and ongoing maintenance — using HTML5, CSS3, JavaScript, PHP, Python, React, and Next.js. Strong background in WordPress, WooCommerce, and Shopify, with good knowledge of SEO, Google Analytics, and digital marketing. I have delivered 100+ projects across industries including real estate, healthcare, retail, food and beverage, construction, and finance. I am comfortable leading small teams, managing client relationships directly, and handling multiple projects at the same time.

CORE SKILLS & TECHNOLOGIES

- HTML5, CSS3, JavaScript
- PHP, Python
- React.js & Next.js
- REST API Integration
- Git & Version Control
- WordPress & WooCommerce
- Shopify & Magento
- Digital & Social Media Marketing
- MongoDB
- Adobe Photoshop & Illustrator
- UI/UX Design & Figma
- Mobile App Design
- SEO & Google Analytics

KEY ACHIEVEMENTS

- Built and launched 100+ websites for UAE and international clients across real estate, healthcare, retail, F&B, construction, and finance.
- Led a team of 5 at Proactive Zone — all projects delivered on time and within budget, with no client complaints across the entire tenure.
- SEO work for multiple UAE clients brought consistent improvement in Google rankings and increased organic traffic by around 35-40%.
- Handled all web work for Bin Shabib Investment Group — built and maintained Afra.co, binshabibdrugstore.com, and binshabibtrustee.com.
- Set up e-commerce stores on Shopify, WooCommerce, and Magento — including payment gateway connections and third-party tool integrations.
- Reduced page load times by 40% on 10+ client projects through caching, image optimization, and code cleanup.

EXPERIENCE

SR.WEB DEVELOPER

Aug 2024 - Present

Bin shabib Investment Group Dubai-UAE

- Build and maintain websites for multiple group brands using HTML5, CSS3, JavaScript, and PHP — sites collectively handle 3000+ of visitors each month.
- Work on WordPress and WooCommerce sites — customizing themes, fixing issues, adding features, and keeping everything updated and secure.
- Connect payment gateways and third-party APIs to support the group's online sales and service operations.
- Work closely with the marketing and IT teams on new features and campaigns, following project timelines agreed with management.
- Handle SEO tasks and track site performance through Google Analytics and Search Console — reporting results to the team regularly.
- Main projects: Afra.co, binshabibdrugstore.com, binshabibtrustee.com

WEBSITE DEVELOPER EXECUTIVE

Sep 2022 - July 2024

Proactive Zone Documents Clearing | Dubai, UAE

- Managed a team of 5 developers and designers, assigning work, reviewing output, and making sure projects stayed on track.
- Handled the full project process for each client — scope, design, development, testing, launch, and any post-launch fixes.
- Tracked website traffic and user behaviour through Google Analytics, and used the findings to suggest improvements.
- Kept communication between the marketing, IT, and design teams running smoothly so nothing fell through the cracks.
- Main project: Proactivezone.ae.

WEBSITE DEVELOPER & GRAPHIC DESIGNER

Mar 2020 - Aug 2022

One Knock Marketing Agency | Dubai, UAE

- Built websites and online stores for a range of business clients — from small local shops to mid-sized companies.
- Handled all graphic design work: social media graphics, banners, business cards, letterheads, and print materials.
- Also worked on UI/UX design, video animation, and 2D/3D visuals for client projects as needed

GRAPHIC DESIGNER & DIGITAL MARKETING SPECIALIST

Feb 2019 - Jan 2020

Diamond Potato Foodstuff LLC | Dubai, UAE (Remote)

- Designed social media graphics, promotional posters, and product videos used across the company's marketing channels.
- Managed the company's social media accounts and handled updates to the business website

GRAPHICS DESIGNER & DIGITAL MARKETING SPECIALIST

Aug 2018 - Jan 2019

Savana Tech | Kuwait (Remote)

- Created graphics, campaign visuals, and promotional videos for the company's digital and social media marketing.
- Assisted with social media management and worked on the company's website design and development

EDUCATION

DIPLOMA OF ASSOCIATE ENGINEER (COMPUTER)

Karachi, Pakistan

Pakistan Navy Polytechnic Institute - 2016

MATRIC – COMPUTER SCIENCE

Karachi, Pakistan

PIA Model Secondary School - 2013

SELECTED WEB PROJECTS (100+ SITES DELIVERED)

A sample of live websites built and deployed:

www.Afra.co binshabibtrustee.com europeanbakery.ae aidplus.co Speedy-co.ae

[Nimo dealz](#) [white leaf](#) [Eagle Express](#) [urban life](#) [Unigeneral](#)

Full Portfolio: www.Nomanali.site

LANGUAGES

English (Professional) | Urdu (Native) | Punjabi (Native)