Shahnila Noureen

Frontend & WordPress Developer

Karachi, Pakistan | Remote · Freelance · Full-time
0347-2917740 | shahnilanoreen98@gmail.com | github.com/ShahnilaNoureen | linkedin.com/in/shahnilanoureen

PROFILE

WordPress & Frontend Developer who builds **business-ready websites end to end** — from theme setup and Elementor page building to complete WooCommerce stores with custom cart, checkout and product flows. Comfortable turning a design into a pixel-accurate, functional page using **Elementor, WooCommerce, custom CSS and PHP snippets**, and solving the layout, performance, SEO and UX problems that come with it rather than dropping in a template. Five live sites shipped, including a full restaurant ordering system and an international e-commerce store. Recently completed a **MERN Stack course at SMIT**, extending an HTML, CSS, JavaScript, Bootstrap and Tailwind foundation with React.js, Node.js, Express.js and MongoDB.

CORE COMPETENCIES

- WordPress Development
- WooCommerce & E-Commerce
- Elementor / Elementor Pro
- Theme Customization
- Custom PHP Snippets
- Responsive Web Design
- On-Page SEO (Yoast)
- Site Performance
- Frontend Development

PROJECTS

Zestora — Restaurant & Online Food Ordering

zestora.devnovix.com

WordPress Developer — full build, front to back

- Modelled a 25+ category menu in WooCommerce (Deals, BBQ, Handi, Platters and more) with sale pricing on deal items.
- Built a sticky ordering header with delivery-area selector, phone CTA and live cart count so the order stays visible on every page.
- Added a scrollable category carousel and in-menu search so customers reach any dish in one or two taps.
- Wired reservations, gallery, FAQs, My Account and WhatsApp order support; styled the whole checkout flow in Elementor with custom CSS.

Stack: WordPress · WooCommerce · Elementor · Custom CSS · PHP · Responsive Design

StitchToArt — Embroidery Digitizing & Vector Art Store

stitchtoart.com

WordPress & WooCommerce Developer — custom store build and SEO

- Rebuilt Cart, Checkout and My Account with custom styling so the buying flow matches the brand instead of the default theme.
- Built a free-sample download flow with a registration popup — capturing leads while delivering the file instantly.
- Created responsive Elementor shop templates with category navigation and product badges driven by PHP snippets.
- Set up on-page SEO in Yoast — titles, meta descriptions, schema and internal linking across services and products.

Stack: WordPress · WooCommerce · Elementor · PHP · Custom CSS · Yoast SEO

Optivio — AI SaaS Platform Website

optivia.devnovix.com

WordPress Developer — multi-page marketing site

- Built a dark gradient design system with a particle hero, glass-effect badges and gradient CTAs, kept consistent across every page.
- Laid out six feature blocks and a metrics strip, plus a three-tier pricing table that stacks cleanly on mobile.
- Added testimonials, case studies, team and help-center pages behind a two-level dropdown menu — all editable in Elementor by a non-technical owner.

Stack: WordPress · Elementor · Custom CSS · Responsive Design · Landing Page UX

Couchly — Sustainable Furniture Store

couchly.devnovix.com

WooCommerce Developer — storefront and product experience

- Built a photography-led storefront on WooCommerce + Woostify handling both physical products and digital downloads.
- Configured variable products with price ranges and sale badges, plus wishlist, cart, account flows and a filtered shop archive.
- Added trust and conversion blocks — shipping, support, money-back and secure-payment badges, testimonials and a newsletter discount capture.

Stack: WordPress · WooCommerce · Woostify · Elementor · Custom CSS

Shome — Footwear & Sneaker Store

shome.devnovix.com

WooCommerce Developer — promotional storefront build

- Built a three-slide promotional hero and configured WooCommerce sale pricing so original and discounted prices render with automatic percentage-off badges.
- Split the catalogue into Featured and Best Seller grids with hover-state add-to-cart and category entry cards showing a "from" price.
- Built an announcement bar, wishlist and account icons into a compact three-tier header that collapses cleanly on mobile.

Stack: WordPress · WooCommerce · Elementor · Custom CSS · Responsive Design

TECHNICAL SKILLS

CMS	WordPress, WooCommerce, Elementor & Elementor Pro, Woostify, theme customization, plugin integration, custom PHP snippets
Frontend	HTML5, CSS3, JavaScript (ES6+), Bootstrap, Tailwind CSS, responsive & mobile-first layout
MERN Stack	React.js, Node.js, Express.js, MongoDB
SEO & Tools	Yoast SEO, on-page SEO, page-speed optimization, Git & GitHub, Netlify, Hostinger, LocalWP

EDUCATION & CERTIFICATIONS

MERN Stack Development — SMIT 2025 – 2026

Data Analytics Professional Certificate — AinGenx 2025

Master of Science — University of Karachi 2019

STRENGTHS & LANGUAGES

Strengths	Translating designs into pixel-accurate pages · Problem solving & attention to detail · Client communication and requirement gathering · Fast to pick up new tools and stacks
Languages	English — professional working proficiency · Urdu — native