

Nabiha Rizvi

Web Designer & Developer | nabihaidrizvi@gmail.com | portfolio.nabihahaider.com

PROFESSIONAL SUMMARY

Detail-oriented Web Designer & Developer with 6+ years of experience creating responsive, user-centered websites that drive engagement and conversions. Expertise in HTML5, CSS3, JavaScript, jQuery, Webflow, and cross-functional collaboration. Proven ability to transform client requirements into scalable web solutions while enhancing SEO performance and automating marketing workflows.

TECHNICAL SKILLS

Web Development:

- HTML5, CSS3, JavaScript, jQuery
- Webflow, Client-First, Finsweet, Relume
- WordPress, Elementor
- Version control with Git

Web Design:

- Figma, Balsamiq, MockFlow
- Adobe Photoshop and Canva
- Photo and video editing

Marketing & Analytics:

- MailChimp, Emma, Campaigner, Delivra, Active Campaign, Salesforce Email Studio
- SEO optimization, Google Tag Manager, UTM implementation
- Microsoft Clarity and Hotjar

Project Management:

- Asana, Trello, Confluence, Notion, Coda, HubSpot, Salesforce, Jira, Zapier, and Zendesk
 - Remote collaboration (MS Teams, Google Meet, WebEx, Slack, and Zoom)
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PROFESSIONAL EXPERIENCE

Web Designer & Developer/Team Lead

Dieselmatic Digital Inc. | April 2022 – Present

- Design and develop responsive websites for B2B clients using Webflow, HTML, CSS, JavaScript, Client-First, Finsweet, and Relume
- Leverage Midjourney to generate brand-aligned imagery for client websites, reducing stock photo costs while maintaining brand consistency
- Utilize ChatGPT and Claude to efficiently write website content, ensuring consistent tone and writing style across multiple web pages
- Manage client domain names and DNS records
- Collaborate with the SEO to enhance the searchability and ranking of clients' websites through the use of Google Tag Manager, targeted keywords, meta titles, and meta descriptions
- Collaborate with SEO and Content team to create UI guidelines based on data-driven insights from Microsoft Clarity, focusing on high-traffic sections and pages
- Utilize Salesforce as a CRM and project management tools such as Trello, Notion, Coda, and HubSpot to track project tasks and stages
- Implement Zapier automations to streamline cross-platform workflows
- Compile and maintain internal documentation and code repositories to ensure team alignment
- Provide training and technical support to cross-departmental teams and new web team members
- Performed regular check-ins with 4 direct reports
- Facilitate monthly design challenges to foster innovation and skill development within the web team

Digital Marketing Manager (Web)

ApplyBoard | July 2021 – April 2022

- Designed, developed, and managed responsive landing pages and microsites for internal marketing teams using HTML, CSS, JavaScript, jQuery, WordPress, and Elementor
- Managed landing page and microsite intake form and submissions via Airtable and Google Sheets, as well as project tasks and stages through Confluence
- Collaborated with the Performance Marketing team to develop a script that pulls UTM parameters from Google/Facebook ads and automatically appends them to CTAs for granular tracking
- Conducted regular user acceptance testing and submitted enhancement requests for various ApplyBoard marketing sites via Jira
- Developed responsive email campaign templates using Salesforce Email Studio

Web Designer & Developer

Property.ca | February 2021 – July 2021

- Designed, developed, and managed responsive landing pages and microsites for agents and pre-construction projects using HTML, CSS, JavaScript, jQuery, and Landingi
- Designed and developed an internal e-commerce marketing services site using Duda CMS
- Designed and implemented email drip campaigns in Delivra, ensuring cross-device compatibility and optimal rendering across various email clients, browsers, and light/dark modes using Email on Acid
- Posted weekly blog content via Storyblok, designing custom layouts to enhance content flow and user engagement, and implemented UTM parameters for accurate tracking of blog performance
- Utilized project management tools such as Asana and Trello to track project tasks and stages
- Collaborated with the UI/UX team to design and edit Figma wireframes, ensuring seamless implementation of designs in HTML and CSS

Web Designer & Developer

Jonas Software | January 2019 – February 2021

- Designed, developed, and managed responsive websites using HTML, CSS, JavaScript, jQuery, Bootstrap, and Kentico CMS
- Worked directly with B2B clients to build intuitive sitemaps and user-friendly navigation structures
- Developed and implemented an intake form to streamline the web team's client onboarding process
- Compiled and maintained comprehensive internal documentation and code repositories to ensure team alignment
- Utilized Salesforce as a CRM
- Identified and reported bugs via Jira, providing code samples and suggesting enhancements when applicable
- Delivered comprehensive post-handoff support to clients, including detailed documentation on website maintenance
- Designed and implemented email campaigns using Emma, ensuring optimal rendering across various email clients and browsers

EDUCATION

University of Toronto | September 2010 - April 2016
Specialist Program in Studio, Honours B.A. Degree