Asbah Ashfaq

Frontend Web Developer

Sydney, Australia, NSW

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<u>LinkedIn</u>

Summary

I am a Frontend-Focused Full Stack Web Developer with 11+ years of experience building websites for a variety of companies. I have worked across the full development lifecycle, with current emphasis on frontend frameworks like ReactJS, TailwindCSS, and modern UI/UX practices. Converting client visions; whether that's a whimsical wireframe or a polished figma design; into a live experience is what I'm best at!

Employment history

Qwilr | SOFTWAREENGINEER | Sydney

Jun 2022 - Oct 2025

- Worked within cross-functional teams, contributing to both frontend and backend development in a dynamic, high-performance environment.
- Contributed towards integration projects, with CRMs such as Pipedrive, Salesforce, Zoho and HubSpot, using diverse programming languages to enhance SAAS application functionality and user experience.
- Worked with an amazing team of designers and developers to build a scalable automation tool to speed up sales processes from other integrated apps such as HubSpot and Slack.

Freelancer | Web developer

Dec 2017 - Mar 2019

- Partnered with startups to conceptualize and implement comprehensive UI/UX interfaces, including wireframes and mockups for intuitive user experiences
- Designed and developed interactive mobile-first web apps
- Designed illustrations and mockups using state of the art tools like Figma and Adobe Photoshop.

Radiations3 | WEB DEVELOPER | Islamabad - Pakistan

Aug 2015 - Dec 2017

- Conducted thorough testing and troubleshooting, ensuring seamless website performance and optimal user experience across multiple platforms.
- Crafted comprehensive SRS documentation, facilitating clear communication and alignment between development team and stakeholders.
- Resolved complex graphics and design challenges, working closely with creative teams to deliver visually striking and functional websites.

World Academy / World Tech Advisors | WEB DEVELOPER | Sydney, NSW

Sep 2014 - Jun 2015

- Developed an online learning platform, in partnership with world renowned experts to enable students from around the world to bring their ideas to life
- Worked with clients from different backgrounds to understand client needs and requirements and to build targeted user-friendly responsive websites

Education

Software Engineering Immersive
General Assembly Australia
2022

Masters in Robotics and Intelligent Machine Engineering
National University of Sciences and Technology (NUST)
2017

Bachelor of Engineering, Software Engineering
National University of Sciences and Technology (NUST)
2015

Skills and tools

ReactJS	NodeJS Ruby	Photoshop
Typescript	MongoDB	Figma
TailwindCSS	PostgreSQL	Lightburn
AngularJS	Squarespace	Canva
VanillaExtract	Wordpress	VSCode

Publications

Tariq, S., Baber, S., Ashfaq, A., Ayaz, Y., Naveed, M., & Mohsin, S. "Interactive Therapy Approach Through Collaborative Physical Play Between a Socially Assistive Humanoid Robot and Children with Autism Spectrum Disorder." In International Conference on Social Robotics Nov. 2016 (pp. 561- 570). Springer International Publishing

Volunteer Work

OneWorldYouth Project | Project Ambassador

- Interacting with students from 5 foreign schools and universities to learn to provide a better crosscultural environment for middle-school students
- Conducting multiple sessions with middle-school students in accordance with OWYP standards to improve understanding of other cultures among middle-school students
- Working with other students to solve various problems

Fundraiser for Tsunami victims

Raised funds in a nation wide scheme to provide aid for Tsunami victims in Malaysia and Indonesia in 2008.