

Iqra Naeem

AI Web Designer & Developer

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Profile

Creative and dedicated Web Designer & Developer with 4+ years of experience and 480+ successful projects. Specialized in WordPress websites, eCommerce stores, AI automation, sales funnels, and Facebook Ads. Passionate about delivering customized solutions, including AI-powered websites, chatbots, and marketing automations, to enhance digital experiences and boost client results.

Work Experience

03/2023 – present

eCommerce Specialist (AI-Optimized Stores)

Freelancer

- Managed product listings, inventory, and orders on Shopify, Amazon, CJ Dropshipping, and AliExpress.
- Conducted product research using **AI product research tools** to find winning items faster.
- Set up online stores with **AI-powered chatbots** and personalized recommendation engines.
- Handled store customization and implemented **AI-driven customer segmentation** strategies.

03/2022 – present

Freelance Web Designer & Developer (AI & Web Solutions)

SELF-EMPLOYED

- Designed and developed websites using WordPress, Shopify, Wix, Squarespace, Duda, Kajabi, Gumroad, and Etsy.
- Built custom sales funnels integrated with **AI automation tools** to optimize lead generation and conversions.
- Created **AI-powered chatbots** and automated response systems to enhance customer support on client websites.
- Delivered responsive, SEO-friendly, and user-focused web solutions across multiple industries.
- Integrated **AI-driven recommendation systems** and personalization features in eCommerce stores.

03/2021 – present

Web & Digital Marketing Specialist (AI Automation Focus)

Freelance Projects

- Led end-to-end design and development of client websites, landing pages, and AI-powered sales funnels.
- Managed Facebook Ads campaigns and integrated **AI tools** to automate targeting, split-testing, and performance optimization.

- Set up **AI-driven email marketing automations** to nurture leads and boost conversions.
- Planned online marketing strategies combining AI, analytics, and user behavior tracking to drive traffic and sales.

01/2022 – 03/2023

Web Designer (AI-Enhanced Funnels & Websites)

WebNest Solutions

- Created modern, responsive WordPress websites and landing pages for diverse clients.
- Developed eCommerce templates for Shopify and WooCommerce with built-in **AI upselling** and **cross-selling** features.
- Enhanced user experience (UX) through intuitive layouts and engaging visuals powered by **AI analytics**.
- Built sales funnels that used **AI-based lead scoring** to maximize conversions.
- Collaborated with teams to deliver high-quality digital solutions with AI-enhanced performance tracking.

09/2020 – 03/2022

Product Designer / Front-End Developer

DigitalCraft Studio

- Designed websites and CMS systems with modular, dynamic layouts.
- Delivered client projects that balanced visual design with functionality, integrating **AI tools** where applicable (e.g., automated content generation, predictive UX features).
- Worked as a front-end developer using HTML, CSS, and basic JavaScript, with exposure to AI-enhanced design systems.

Education

2023

BS Computer Science

GC University Lahore
(Graduated 2023)

Skills

Web Design & Development — WordPress, Shopify, Wix, Squarespace, Duda, Kajabi, Gumroad, Etsy | HTML, CSS, Basic JavaScript | Responsive Design, SEO, UX/UI | **AI-Powered Chatbots, AI Recommendation Systems**

Digital Marketing & Automation — Facebook Ads Campaigns | Sales Funnels & AI Lead Generation | **AI Email Marketing Automations** | Google Analytics, Conversion Optimization

eCommerce Management — Shopify, Amazon, CJ Dropshipping, AliExpress | Product Research with **AI Tools** | Store Setup & Customization with AI Features

Certifications & Recognition

Certified in Shopify Store Management
Coursera, 2019

Facebook Ads Certificate
Meta, 2023

WordPress Website Development Certificate
Udemy, 2021

AI Automation Specialist Certificate
LinkedIn Learning, 2023

AI & Automation Tools (Advanced)

ChatGPT API

Zapier

Make (Integromat)

n8n

ManyChat (AI Chatbots)

AI Lead Scoring & Recommendation Tools

AI-Powered Email Automation

Web & Funnel Builders (Advanced)

WordPress (Elementor, Divi, WPBakery)

Shopify

ClickFunnels

Kajabi

Wix, Squarespace, Duda

Gumroad, Etsy

Figma to WordPress Conversion

Figma to Shopify Conversion

eCommerce & Product Research (Advanced)

Shopify

Amazon

CJ Dropshipping

AliExpress

AI Product Research Tools (e.g., Niche Scraper, Ecomhunt)

Store Customization & Automation

QR Code & Barcode Generation

Digital Marketing & Analytics (Intermediate)

Facebook Ads Manager

AI Email Automation Tools (e.g., Mailchimp + AI)

Sales Funnel Optimization

Conversion Rate Tracking

PROJECT MANAGEMENT (Advanced)

Figma

Canva (Certified Canva Designer)

Logo Design & Branding

HTML, CSS

Basic JavaScript

Key Achievements

- Built and launched 50+ **AI-powered sales funnels** boosting client conversion rates.
- Integrated **AI chatbots and recommendation engines** on 40+ eCommerce stores.
- Helped clients automate marketing flows, saving them 20+ hours weekly using **AI tools**.
- Recognized by clients for delivering fast, optimized, and AI-enhanced solutions across industries.
- Delivered over 480+ client projects with consistent 5-star ratings on freelance platforms