



KHURRAM SHAHZAD

UI/UX Designer | Design Systems, Prototypes & Front-End Build

Karachi, Pakistan

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LINKS

- in/khurramshahzad-ghafoorahmed
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PROFILE

UI/UX designer and technical lead with 8+ years designing and building interfaces for SaaS products, stores, publishing sites and web tools. I take a project from research and wireframes to prototypes, design systems and production front-end code, so what ships matches what was designed. Recent work: the full UI/UX redesign of Paladin Press (86 pages on 8 templates, 8 author tools, a five-tap quote flow), the website, template shop and five-step order flow for Aegis Animation Studios, and a custom editorial design system for Western Reflections Publishing. I design for the whole customer experience, from the search result to the last step of an order, and I write the code, so specs are never lost in handoff.

CORE EXPERTISE

- UI and UX design
- CX (customer experience) design
- Wireframes and prototypes
- Design systems
- Information architecture
- UX audits and usability testing

DESIGN SNAPSHOT · CASE STUDIES

86

PAGES ON 8 TEMPLATES
(PALADIN PRESS)

8

AUTHOR TOOLS
DESIGNED (PALADIN
PRESS)

5

TAP QUOTE FLOW
(PALADIN PRESS)

42

READY-MADE TEMPLATES
(AEGIS SHOP)

10

SERVICES IN ONE MEGA
MENU (AEGIS)

5

STEP ORDER FLOW BUILT
FOR PHONES (AEGIS)

WORK EXPERIENCE

Jun 2026 –
Present

Technical Lead | Web, SaaS & AI Solutions / SmartLink Services

- Built a modular Laravel 12 CMS with multiple themes, a drag-and-drop page builder and theme options, and the company website on it: 7 service practices, about 35 service pages and 12 industry pages.
- Build full-stack products across web and mobile, with a focus on performance, usability and scalability.

Feb 2026 –
Present

SEO Lead / US/UK publishing & content-services brands (remote, contract)

- Redesigned and rebuilt Western Reflections Publishing with a custom editorial design system, then grew it to 30,500+ Bing AI citations within 3 months of the relaunch.
- Full revamp of britishcontentwriters.co.uk: redesign plus technical SEO, schema and speed optimization for UK market targeting.
- Built 540+ local publisher pages for The World Publishing Company.
- Direct internal linking architecture and topical clusters, so the structure of each site matches how people search.

Aug 2025 –
Present

SEO & Web Performance Lead / SEO Site Checker (remote)

- Built SEO Site Checker (seositechecker.pro), a free toolkit of 140+ tools in 13 categories, including the interface for the tools.
- Added a versioned REST API for a companion mobile app.
- Page one on Bing for 980+ searches, including "seo score tool" (avg position 4.2), and 444 Bing AI citations (Jul to Oct 2026).

- Responsive and mobile first design
- Front-end build from the design

PROFILES

- [github.com/KhurramShehzaad](#)
- [behance.net/khurram-shahzad](#)
- [seositechecker.pro](#)

SKILLS

UI Design

UX Design

CX (Customer Experience) Design

Wireframes

Prototyping

Design Systems

Information Architecture

UX Audits

Usability Testing

Responsive Design

Mobile First Design

Accessibility (WCAG)

Figma to responsive UI

Graphic Design

Adobe Photoshop

HTML5

CSS

JavaScript

React.js

Bootstrap

Elementor

WordPress

Laravel

PHP

Core Web Vitals

Technical SEO

CERTIFICATIONS

- Digital Marketing**
Google Digital Garage
- Front-End Developer**
HackerRank
- CSS & HTML Essentials, Full Stack Development**
LinkedIn Learning

EDUCATION

- Software Engineering**
Aptech Computer Education, Karachi · 2015 - 2018
- Computer Hardware & Networking**
Infra Computer Hardware Training Center · 2015
- Intermediate**
Gulzar-e-Hijri · 2014 - 2017

Sep 2023 – Nov 2025

Apr 2021 – Jul 2025

Apr 2020 – Dec 2020

Dec 2019 – Apr 2020

Feb 2019 – Dec 2019

Mar 2017 – Jan 2018

Development Team Lead / Grand Insight, Karachi

- Led development and DevOps across a global portfolio of 200+ active clients, managing a cross-functional team of developers, SEO specialists and designers.
- Set quarterly roadmaps, QA standards and sprint priorities.
- Improved team productivity by 70% through workflow and process optimization.

Senior Web Developer / Grand Insight, Karachi

- Converted Figma/Adobe designs into pixel-perfect responsive UIs, with SEO structure, schema and Core Web Vitals engineered in from the start.
- Delivered 50+ client projects across WordPress, Shopify, Laravel and custom PHP; built APIs, dashboards and database-driven backend systems.
- Key clients: 4Baby Ultrasound, Toronto Cosmetic Clinic, Web Design Marvel, Dev Connect Hub, SEO Site Checker, ClutchPilot.

Web Developer / Saviours, Karachi

- Built dynamic platforms and custom applications with a focus on UI, performance and fast-loading interfaces.
- Projects: Imgra, ProDesignWorld, ExpertProofers, Phantom Writing, Pixel Consultant.

Full Stack Developer / Halersoft, Karachi

- Specialized in ecommerce: WooCommerce storefronts and conversion-focused UX flows, plus plugin integration and store automation.
- Projects: MuseLawFirm, CaliforniaLawPro, ChatReloaded, ClothingInn, Faashwear.

Digital Community Manager / Mentionslytics, Karachi

- Built and maintained landing pages and UI components; supported the Konnikt marketplace platform.
- Managed digital community engagement, brand voice and social presence for a SaaS company.

Senior Web Developer / Ultralinks International Inc.

- Created reusable PHP modules and UI enhancements.
- Developed scalable web modules and backend logic; optimized databases and improved site performance.

SELECTED DESIGN WORK

- Paladin Press (UI/UX, information architecture, design system): a full-service book publisher, rebuilt responsive on a Laravel CMS. [paladinpress.co](#)
- Aegis Animation Studios (UI/UX, design system, template shop): website, ten-service mega menu and a five-step order flow that works on a phone.
- Western Reflections Publishing (redesign, rebuild, SEO): custom editorial design system, then 30,500+ Bing AI citations within 3 months of the relaunch.
- SEO Site Checker (tool interfaces): 140+ tools in 13 categories.

LANGUAGES

- English — Professional (written)
- Urdu — Native

- Full case studies: khurram-shahzad.sitelyx.co/work/paladin-press and khurram-shahzad.sitelyx.co/work/aegis-animation-studios