

HEY THERE 🍌

# I'm Ishmaeel Elie, a UX/UI Designer & Frontend Developer

UI Designer and Frontend Developer with 4+ years of experience in frontend and WordPress development across agency, corporate, e-commerce, and fintech projects. Skilled in translating Figma designs into responsive, user-focused digital experiences, combining strong UI/UX design skills with practical development expertise. Experienced in delivering projects from design to development, testing, and optimisation.

## CONTACT

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## TOOLS

Figma  
Wordpress  
Elementor  
Html & Css  
GSAP  
React  
Github  
Bitbucket  
Notion  
Monday  
CapCut  
Shopify  
Framer

## EDUCATION

Life Choices Academy, Cape Town  
Full-stack Developer  
Graduated 20202

Salt River High School, Cape Town  
Matric - Grade 12  
Graduated 2018

## Work Experience

### UI DESIGNER & WEB DEV,THE ETHICAL AGENCY JULY 2025 - DEC 2025

- Designed user-focused interfaces in Figma and developed them into responsive WordPress websites using Elementor and custom themes, with a focus on usability and visual consistency.
- Improved website performance and SEO while managing client feedback and project delivery to ensure high-quality results and meet deadlines.

### WEB DEVELOPER, VBO GLOBAL JULY 2024 - MARCH 2025

- Rebuilt and optimised websites to improve cross-browser compatibility, code quality, and loading speeds. Focused on creating reliable, responsive digital experiences that balance usability, accessibility, and performance across WordPress and Shopify projects.
- Developed and refined shared coding standards to improve consistency, maintainability, and collaboration across projects. Applied these practices to simplify future updates, streamline developer handovers, and ensure websites remained easier to manage and maintain

### UI DESIGNER & WEB DEVELOPER, WEB PARTNER AUG 2023 - JULY 2024

- Designed and developed responsive, SEO-optimised websites using Figma and WordPress, translating client requirements into user-focused digital experiences. Improved design accuracy and project efficiency by delivering solutions aligned with client objectives and reducing revision rounds
- Managed multiple projects concurrently, ensuring timely delivery while maintaining high standards of quality and attention to detail. Maintained strong client relationships through clear communication, reliable execution, and consistent delivery against project requirements.

### FRONTEND DEVELOPER, SKYWALK INNOVATIONS OCT 2020 - MAY 2021

- Developed web and mobile applications using React Native, Angular, and Ionic within a fast-paced Agile environment, contributing to development sprints and delivering functional, user-focused solutions. Collaborated with cross-functional teams to bridge the gap between UI design and backend development, ensuring designs were technically feasible, responsive, and intuitive.
- Actively participated in sprint planning, daily stand-ups, and code reviews, building practical development skills while adapting quickly to team workflows and project requirements. Approached the internship with a strong sense of ownership, contributing from day one while strengthening technical skills and collaborative problem-solving.