Shobi Malik

FULL STACK DEVELOPER AND DIGITAL PRODUCT BUILDER

Pakistan | Remote worldwide

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Professional Profile

I design and build websites, ecommerce experiences, web applications and business systems around clear commercial and operational goals. My work connects strategy, interface design and development so clients receive a coherent product rather than a collection of disconnected pages.

Core Capabilities

Custom Web Development	**WordPress and WooCommerce**	**Shopify Store Development**
Web Applications	**SaaS Product Foundations**	**ERP Systems and Automation**

Selected Project Experience

- **Movinax Transport -** structured a logistics website around service clarity, operational credibility, project proof and direct enquiry paths.
- **Cheptel Nutrition -** shaped a livestock nutrition website with educational content, service discovery, product presentation and trust-focused storytelling.
- **KGL Bullion -** created a premium precious-metals interface balancing brand positioning, product presentation, purity information and conversion-focused calls to action.

Technical Toolkit

Next.js, React, JavaScript, HTML5, CSS3, responsive interface development, WordPress, WooCommerce, Shopify, Liquid, REST APIs, dashboard interfaces, workflow automation, performance optimization and accessible front-end implementation.

Delivery Approach

- **Discover -** clarify the business problem, users, constraints and desired outcome.
- **Define and design -** turn requirements into an understandable scope, information structure and interface direction.
- **Develop and test -** build responsive, maintainable experiences and verify critical journeys across devices.
- **Launch and improve -** support release, collect useful feedback and refine the product around real usage.

Professional Focus

I am best suited to projects where design and engineering both matter: conversion-focused websites, ecommerce builds, SaaS products, internal applications and connected operational systems.