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BENEDICT AHAR

Website Design and Development Specialist

Having gained 5 years of proven experience designing and developing websites with WordPress, Benedict has a well-established record of creating bespoke and user-friendly designs. My expertise includes creating websites that are responsive and with emphasis on user interface (UI) and user experience (UX) design, through the use of WordPress and Elementor. With my proficiency in SEO and Google Analytics, Ben is able to develop websites that are optimized for search engines and to evaluate their performance.

Professional Experience

Lead WordPress Website Design Specialist (Remote)

Cheapwebhosting NG, Lagos Mainland, Lagos State, Nigeria |

January 2023 - Present

- Developed website design strategies to drive business growth, improve user experience, and achieve client objectives.
- Successfully completed pending tasks from the backlog of projects, resulting in a high project completion rate of 90%.
- Evaluated the company's website analytics to track performance and identify opportunities for improvement.

WordPress Website Designer (Remote)

CT Hub, Jos, Plateau, Nigeria | February 2020 - Present

- Designed and developed over 50 responsive and visually stunning websites for clients across various industries, resulting in a 95% client satisfaction rate.
- Revamped website functionality and enhanced user experience by incorporating new content and updating web pages.
- Implemented a streamlined design process that reduced project completion time by 30%, resulting in increased profitability and improved client satisfaction.
- Actively engaged in brainstorming sessions and design critiques, thereby contributing innovative ideas and concepts that elevated the final website design.
- Conducted website testing and quality assurance (QA), leading to an optimal performance rate of 90% following its launch.
- Collaborated with stakeholders and teams leading to several notable achievements.
- Utilized user-centered design principles and conducted usability testing to create an intuitive and user-friendly e-commerce website for a fashion retailer, resulting in a 15% increase in online sales.

Freelancer

Freelance | April 2018 - Present

- Successfully delivered 100+ quality leads to Mr. Richard without running adverts through a simple yet unstoppable leads generation strategy.
- Managed projects, ensuring that they were delivered on time and to a high level of customer satisfaction.
- Collaborated with clients to understand their requirements and provide design recommendations that enhanced their online presence.

- Provided consultation services to clients on website design, development, and maintenance, resulting in improved client satisfaction and retention rates.
- Collaborated with marketing and branding teams to create visually appealing websites for clients, resulting in a 30% increase in brand awareness and recognition.

Website Designer (Remote) *Epha Innovations, Nigeria* | *January 2020 - April 2023*

- Led a team of 3 web designers and developers to complete a complex website redesign project for a major agro-sector client, resulting in a 40% increase in website traffic and a 25% increase in online conversions.
- Designed Bespoke websites for clients that improved website performance and enabled clients to easily update their website content, resulting in a 25% increase in client retention rates.
- Conducted in-depth website audits and implemented technical optimizations, resulting in a 15% increase in website speed and a 20% decrease in bounce rates.

Education

M. Sc Clinical Psychology

Certifications

- ❖ UDEMY: The Complete SEO Course - Beginner to Advanced | 2023
- ❖ WEBBIIT TECHNOLOGIES: Advanced Search Engine Optimization | 2023
- ❖ Jobberman Soft-Skills Training | 2021
- ❖ LUVBEING WORLD TECHNOLOGIES: Website Design and Administration | 2017



Key Skills

- Ability to build lightweight, fast loading and well-designed bespoke WordPress websites using Elementor page builder.
- HTML, CSS, JS (Currently undergoing a Full Stack Web Development Course)
- Knowledge of search engine optimization (SEO) best practices and how to incorporate them into website design to improve search engine rankings and drive traffic.
- Ability to work independently and in a cross-functional team
- Ability to troubleshoot website issues and identify conflicts with plugins and resolve the same.
- Solid understanding of HTML hierarchy and semantic markup.
- Project management skills to manage the design process from start to finish and deliver projects on time and within budget.
- Excellent written, communication and interpersonal skills to collaborate effectively with clients, team members, and other stakeholders involved in the website design process.
- Understanding of UI/UX design principles and conversion rate optimization techniques.
- Ability to use project management and communication tools for remote teams like Clickup for project management, Slack and Microsoft Teams for instant messaging, Google Drive and Dropbox for files sharing, Zoom and Google Meet for video calls.
- Attention to detail and strong problem-solving skills.
- Ability to multitask and meet deadlines in a short time.
- Good understanding of website architecture and aesthetics.
- Proficiency in Canva and Corel Draw to create and edit graphics and images for the web.

Volunteer

The House of Recab (Hybrid): 2019 - 2022

- Designed and developed a new website for the NGO, improving its online presence and enabling them to better showcase its mission, programs, and impact to potential donors and supporters.
- Collaborated closely with the NGO's leadership team to understand their specific website requirements and goals, ensuring that the website design and functionality aligned with their brand and mission.
- Customized and integrated various plugins and tools to support the NGO's donation system, event registration, and social media integration, streamlining their operations and enhancing their online fundraising efforts.
- Conducted regular website maintenance and updates to ensure optimal performance, security, and accessibility, providing ongoing support to the NGO's staff and volunteers and ensuring that the website continued to meet their evolving needs.

Interests

- Web Development Technologies, UX/UI Designs, SEO, Continuous Learning, Graphics Design, Digital Marketing

Referees

- Available on request