

# MUHAMMAD BALEEGH

## Frontend Developer · Landing Pages & Small Websites

Berlin, Germany  
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webliify.vercel.app

### PROFILE

Frontend developer focused on conversion-oriented landing pages and small business websites. I turn briefs and design direction into responsive, production-ready React pages with clear heroes, CTAs, menus and forms. Several live restaurant, cafe and service sites on Vercel, plus earlier Shopify Liquid storefronts for US and UK customers.

### EXPERIENCE

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2024 – Present<br>Berlin, Germany | <b>Freelance Frontend Developer</b> · Landing Pages & Small Business Websites <ul style="list-style-type: none"><li>Designed and shipped responsive websites for restaurants, cafes and local businesses, including Bear Burger Berlin, Kinetic Botanical Cafe and Coffee &amp; Cookies (all live on Vercel).</li><li>Built React / Next.js pages from client briefs and Figma designs, with menus, galleries, forms and order/contact CTAs.</li><li>Deployed production sites on Vercel and tested them across devices.</li><li>Applied on-page SEO basics (semantic HTML, meta tags, accessible markup) and debugged layout and mobile issues independently.</li></ul> |
| 2020 – 2022<br>USA & UK markets   | <b>Owner, E-commerce Entrepreneur</b> · Amazon & Shopify stores <ul style="list-style-type: none"><li>Built and customised Shopify storefronts with Liquid code, focused on conversion-optimised, mobile-friendly layouts.</li><li>Monitored the shopping journey, identified friction points and turned findings into store improvements.</li></ul>                                                                                                                                                                                                                                                                                                                     |

### SELECTED PROJECTS

|                                   |                                                                                                                                                                                                                                                |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| webliify.vercel.app               | <b>Webliify, Agency Landing Page</b><br>Conversion-focused agency site with a strong hero, offer positioning and CTA-led layout for local-business web design and SEO.                                                                         |
| bear-burger.vercel.app            | <b>Bear Burger Berlin, Restaurant Website</b><br>Multi-section restaurant site: hero, about, gallery, online-order CTAs, contact, hours and map. German copy, mobile-first.                                                                    |
| kinetic-botanical-cafe.vercel.app | <b>Kinetic Botanical Cafe, Cafe Landing Page</b><br>Atmosphere-led cafe landing page with a distinct visual direction and conversion-focused structure.                                                                                        |
| coffee-and-cookies.vercel.app     | <b>Coffee &amp; Cookies, Cafe Website</b><br>Cafe site with a clear hero, menu/offer structure and mobile-first layout.<br><br>Also live: Grunau Döner, City Döner, Aras Rose, Friseur La Bella, Batman Burger, Common Berlin (all on Vercel). |

### EDUCATION

|                |                                                                                                                                                                              |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2022 – Present | <b>B.Sc. Computer Science</b> · Arden University, Berlin<br>Relevant modules: Human-Computer Interaction (HCI) · UI/UX Design · Problem-Solving Frameworks · Web Development |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### SKILLS

|            |                                                                                                                                           |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Core       | HTML5, CSS3 (Flexbox, Grid), JavaScript, React, Next.js, Tailwind CSS, Responsive / mobile-first design, Figma-to-code, Vercel deployment |
| Design     | Figma (components, auto-layout, prototyping), Wireframing, User flows, Visual hierarchy, HCI principles, Canva                            |
| E-commerce | Shopify, Shopify Liquid, Amazon Seller Central, A+ Content, Product page and storefront design                                            |
| AI tools   | ChatGPT, Claude, Gemini, Perplexity, Google AI Studio, Midjourney                                                                         |

### LANGUAGES

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| English: B1 (Upper Intermediate)   German: A1 (Beginner, currently learning) |
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