

# MERAJ UDDIN ABBASI

WEBFLOW DEVELOPER



## About Me

Specialized Webflow Developer with 3+ years of experience delivering high-performance, scalable web solutions for international clients. Proven track record as a long-term execution partner for a European digital agency, translating complex Figma designs into pixel-perfect, responsive builds. Expert in Finsweet's Client-First methodology and Relume, with a focus on building maintainable CMS structures and conversion-optimized layouts that scale seamlessly.

## Contact

- +92 305 3230129
- merajabbasi102@gmail.com
- merajabbasi.com
- Pakistan | Remote

## Languages

Urdu

English

100%

75%

## Workflow

- Client-First → Responsive Layout → CMS Structure → Components → Interactions → Cleanup & Optimization

## Professional Experience

### Webflow Developer

#### Execution Partner @ Deepware (Europe-Based Agency, Remote)

2023 - Present

- Core Development: Executed end-to-end Webflow builds for high-traffic sites, ensuring 100% pixel-perfect alignment with Figma prototypes.
- Workflow Optimization: Implemented Finsweet Client-First naming conventions to streamline internal handovers and team collaboration.
- CMS Architecture: Developed scalable, multi-reference CMS structures, empowering non-technical clients to manage complex content independently.
- Performance: Focused on clean code and asset optimization to ensure fast load times and smooth user experiences across all devices.

### Webflow Developer - Freelance

2022-2023

- End-to-End Delivery: Developed and launched diverse, responsive websites for a global client base, handling everything from discovery to domain migration.
- Advanced Functionality: Integrated Finsweet Attributes and 3rd-party tools to extend Webflow's native capabilities and improve site logic.
- Responsive Systems: Built fluid, mobile-first layouts using modular components to ensure design consistency at every breakpoint.

# Technical Proficiencies

- **Frameworks & Systems:** Master-level Finsweet Client-First (v2/v3) and Relume Library for rapid, scalable development.
- **Advanced Logic:** Expert implementation of Finsweet Attributes (CMS Filtering, Nesting, Load, Sort, and Combined Power-ups).
- **Webflow Core:** Advanced Component Architecture (Properties, Slots, & Variables), Native CMS & eCommerce management.
- **Interactive Design:** High-end Native Interactions & Animations, Lottie integration, and scroll-driven UX.
- **Custom Development:** Integration of Custom JS/CSS snippets to extend Webflow functionality beyond native constraints.
- **Design-to-Code:** Pixel-perfect Figma translation with a focus on fluid, mobile-first responsive systems.
- **Performance:** Asset optimization, clean semantic structure, and SEO-friendly site architecture.

## Availability & Collaboration

- **Commitment:** Dedicated to long-term agency partnerships and project-based execution
- **EU/UK Alignment:** Full workday overlap with Europe (CET) and UK (GMT) business hours for real-time collaboration and meetings.
- **Async-First Workflow:** Expert at delivering "Overnight Progress" for US-based teams; providing detailed Loom walkthroughs and updates ready for their morning review.
- **Proactive daily status updates via Slack;** available for synchronous sprints during core daylight hours.