Résumé

Tayyab Rehman

Developer, Product & UI/UX Designer



Gujranwala, Pakistan Open to work in any location

I’m Tayyab Rehman, also known as taab. I design the UI and user experience for my own products, then build them into working software.

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Experience

Full-stack Developer · Webzeto

June 6, 2023 - Present

- Develop and maintain WooCommerce stores, customizing product pages, catalogs, and shopping flows around how each business sells.
- Build custom WordPress themes that turn design requirements into responsive templates and reusable components, with content that clients can update themselves.
- Create Elementor landing pages and reusable sections from design files, checking how layouts, forms, and calls to action work on mobile and desktop.
- Write custom WordPress plugins for site-specific features and integrations, keeping application logic separate from theme templates so it can be maintained independently.
- Build interfaces in React and Next.js, from reusable UI and interactive forms to state management and integration with backend APIs.
- Support Shopify projects with theme and storefront updates, adapting product and collection layouts to fit the brand and catalog.
- Use Lighthouse and PageSpeed Insights to find slow-loading pages and improve Core Web Vitals, especially Largest Contentful Paint (LCP), through smarter image loading, font handling, caching, and script delivery.
- Apply technical SEO best practices during development, including semantic markup, page metadata, canonical URLs, and crawlable navigation to support indexing and organic search visibility.
- Troubleshoot frontend and backend issues across existing sites, test changes on real screen sizes, and verify the affected flows before release.

White-label Full-stack Developer · Freelance

Independent work

- Work behind the scenes with companies and agencies as their development partner, delivering websites, storefronts, and custom features under their brand.
- Take projects from an approved design or a short brief through responsive implementation, adapting to each partner’s existing stack and handoff process.
- Help teams ship client changes on existing WordPress and WooCommerce sites, from updating layouts to extending functionality with custom code.
- Design and prototype interfaces when a project starts without design files, so partners can review the layout and user flow before development.
- Build landing pages for upcoming launches and campaigns, with attention to mobile usability, fast loading, and clear calls to action.

Education

Matriculation (Science)
Government Comprehensive High School, Model Town, Gujranwala · 2015-2017

FSc Pre-Engineering
Government Postgraduate College, Satellite Town, Gujranwala · 2017-2019

BS Computer Science
Virtual University of Pakistan · 2019-2023

Selected projects

> **Independent side projects.** The projects below show what I can design and build. I keep my work at Webzeto and for white-label partners confidential.

Framora · Creative tools

StackRounds · Interview preparation

ClipForge · Video tools

Scholix · School communications

TaabTunes · Shared music

TaabWatch · Interactive web

Cleanly · macOS app

Hobbies

Table tennis | Cricket | Badminton | PUBG | Writing poetry