

Saminu Eedris

Web Designer & WordPress Developer

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PROFESSIONAL PROFILE

Web Designer and WordPress Developer with over five years' experience across agency and in-house teams. Built 20 custom websites within two years at Discover Design Studio; now develop campaign websites and form workflows at Sterling Bank. Focused on clear user journeys, dependable integrations, and websites teams can maintain.

WORK EXPERIENCE

Creative Executive - Web Designer

Sterling Bank | January 2025 - Present

- Build and maintain WordPress campaign pages, microsites, and digital forms using Elementor, HTML, CSS, and JavaScript.
- Automate form workflows with conditional fields, email routing, reference numbers, PDF confirmations, and API or Google Sheets integrations.
- Test user journeys and submissions, resolve technical faults, and optimise page assets for loading speed and usability.
- Translate briefs and stakeholder feedback into brand-aligned pages, working with Brand, Marketing, Compliance, Information Security, and Technology.

WordPress Developer

Discover Design Studio | January 2021 - January 2025

- Delivered 20 custom websites within two years using WordPress, Elementor, and Figma.
- Turned client requirements into layouts and features; improved website functionality and performance through consultations and updates.

Design Associate / Junior Art Director

Webcoupers | October 2019 - September 2020

- Created brand and campaign visuals and collaborated with engineering on WordPress client websites.

Technical Support

OkadaBooks | December 2017 - October 2019

- Handled first-line customer enquiries by email and phone; investigated incidents and documented escalations to engineering.

EDUCATION

Bachelor's degree in Software Engineering - Miva Open University

In progress | Expected graduation: 2028

TECHNICAL SKILLS

WordPress & Elementor; HTML, CSS & JavaScript; Figma; form automation; API & webhook integrations; Google Sheets & Apps Script; QA & troubleshooting; accessibility; analytics implementation.

LANGUAGES

English, Hausa, Yoruba.