

Shahzad Sadiq

FULL-STACK DIGITAL DESIGNER · FOUNDER, LUSHAH DIGITAL INC.

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AT A GLANCE

20

years running my own business

210+

projects completed across all services

2019

freelancing since

7

countries served

SKILLS

Web & ecommerce

WordPress

Custom themes

WooCommerce

Shopify

Liquid

WP-CLI

phpMyAdmin

Hosting & CDN

Apps Script

Design

Brand identity

Adobe Illustrator

Amazon Brand Story

Print collateral

Social graphics

Video & audio

Promo & product video

YouTube channels

Course video

Podcast editing

Short-form reels

Growth

Technical SEO

Content strategy

Digital campaigns

Helpdesk automation

Reporting

Digital designer and developer in Ontario, Canada. Twenty years running a jewellery business taught me craft, clients and accountability; since 2019 I have put all three into websites, online stores, brands and video for clients in Canada, the US, the UK, Germany, Italy, Australia and Pakistan.

EXPERIENCE

2026 – Now

Founder & President

LUSHAH DIGITAL INC. · ONTARIO, CANADA

- Agency for WordPress, Shopify and WooCommerce development, design, video, SEO and digital marketing.
- 210+ projects completed across web, ecommerce, design, video and SEO for clients in Canada, the US and beyond.

2022 – Now

Founder & Publisher

SHIH TZU PEDIA & SCALE BLOG · ONLINE

- **shihzupedia.com** (since 2022): research-backed care, health and grooming guides for Shih Tzu owners.
- **scaleblog.com** (since 2026): source-checked guides to industrial, agricultural and laboratory weighing, from scale selection to NTEP compliance.

2020 – Now

Ecommerce & Creative Manager

SELLETON SCALES · CALIFORNIA, USA · REMOTE

- Run the Shopify store: product content, merchandising, SEO and performance reporting.
- Produce brochures, flyers, product video and marketing content; coordinate ecommerce workflows across teams.

2023 – Now

Ecommerce & Creative Manager

LIBERTY SCALES · USA · REMOTE

- Product content, digital campaigns, promotional banners, email templates and product imagery.
- Amazon brand content and cross-platform social media.

EDUCATION

MS Business Administration

(Marketing)

Virtual University of Pakistan, 2016

BS Business Administration

(Management)

Virtual University of Pakistan, 2014

F.Sc. (Pre-medical)

Govt. Islamia College, Civil Lines,
Lahore, 1995

CERTIFICATES

Conflict Resolution Workshop

TNO · Oct 2025

Retail Sales & Customer Service Workshop

TNO · Sep 2025

Office Skills Workshop

TNO · Aug 2025

Certificate in Graphic Design

Nov 2019 · ID KPGBSDJPQ

Certificate in Freelancing

Nov 2019 · ID CJG6VG3PQ

COMMUNITY

Chief Media Coordinator

Minhaj-ul-Quran Canada & the
Mississauga Muslim Community
Center. Social media, event coverage
and community storytelling.

PLATFORMS

Upwork, Fiverr, Freelancer and Guru,
serving clients worldwide since 2019.

LANGUAGES

English, Urdu

EXPERIENCE, CONTINUED

2023 – Now

Web Developer (on call)

HUEBLUE · LAHORE, PAKISTAN · REMOTE

Front-end and back-end WordPress and Shopify work for
ecommerce, business and publishing clients.

2019 – Now

Freelance Digital Designer

SELF-EMPLOYED · WORLDWIDE

- Websites, graphics, video and podcast editing for small businesses and creators.
- Clients include Naomi Peris (Australia, video editor since 2019), Blue Crane Capital (Australia, 2019–2023), Duo Finance (Australia, 2021–2023) and The Balanced Practice (Canada, podcast editor, 2023).

2020 – 2024

Video Editor

ADJUSTER UNIVERSITY · USA · REMOTE

- Edited course videos and Xactimate training for an independent claims-adjusting school.
- Edited the “Adjusting to 6-Figures” podcast and supported the YouTube channel.

2000 – 2020

Owner & CEO

LUSHAHZ GOLDSMITHS COMPANY · LAHORE, PAKISTAN

- Founded and ran a jewellery manufacturing and retail business for twenty years.
- Managed design, production, supplier relationships, retail sales, staff and finances.

“Nobody notices a perfect clasp.
Everyone notices a broken one.”

WHAT TWENTY YEARS AT A JEWELLER'S BENCH TAUGHT ME
ABOUT WEBSITES