



SYED RAFEE NOOR

CRO CONSULTANT | EXPERIMENTATION &
OPTIMISATION STRATEGIST

CONTACT

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SKILLS

- Conversion Rate Optimisation (CRO)
- A/B Testing & Experimentation Strategy
- Hypothesis Development
- UX/UI Optimisation
- Funnel Analysis & Drop-off Diagnosis
- Shopify Optimisation
- JavaScript for Experimentation
- GA4 & Behavioural Analytics
- QA & Regression Testing (Playwright)
- Agile Workflow (Kanban, Sprint Planning)
- Stakeholder Communication

CORE TOOLS

- Convert, Adobe / Experimentation Platforms
- Google Analytics 4
- Microsoft Clarity
- Shopify (Theme Customisation)
- JavaScript (ES6)
- Playwright (Automation QA)
- Tag Management / dataLayer

EDUCATION

Bachelor's Degree in Computer Science

NorthSouth University

2015 – 2020

ABOUT ME

Data-driven CRO Consultant with experience leading experimentation and optimisation initiatives across eCommerce and lead-generation brands. I focus on translating user behaviour insights into structured A/B testing strategies that improve conversion and revenue performance.

WORK EXPERIENCE

CRO Consultant

Conversion Rate Optimization Wizards
(CROW) – Remote Job

Dec 2025 – Current

- Deliver optimisation audits and experimentation roadmaps for digital brands.
- Lead hypothesis generation aligned to revenue objectives.
- Advise on UX/UI improvements, messaging clarity, offer positioning, and funnel optimisation.
- Work directly with founders and stakeholders to drive measurable ROI improvements.

CTO | Senior Developer (CRO & Experimentation)

Conversion Rate Pros (Remote)

2022 – Current

- Lead technical execution of CRO initiatives across international eCommerce and lead-generation clients.
- Translate optimisation hypotheses into structured briefs for designers and engineers.
- Oversee full A/B testing lifecycle: development, QA validation, tracking verification, and performance review.
- Partner with stakeholders to prioritise experiments based on commercial impact (CVR, AOV, funnel efficiency).
- Implement structured QA frameworks to improve deployment accuracy and reduce production risks.
- Manage delivery using agile methodologies (Kanban boards, sprint planning, weekly stand-ups).
- Mentor development and QA teams to ensure quality and deadline adherence.

Founder | "GiftBaksho" Shopify Store Operator

GiftBaksho (Shopify eCommerce, Applied CRO Practice)

2025 – Current

- Operate and optimise a live Shopify store using structured CRO frameworks.
- Identify behavioural drop-offs and implement UX improvements across PDP, cart, and checkout flows.
- Test messaging, offers, and trust elements to improve conversion performance.
- Apply experimentation principles in a real-world revenue environment.