



Umer Irshad

WordPress Developer at Codesfix

WordPress Developer with over 3 years of hands-on experience in creating fast, secure, and scalable websites—including custom membership systems, WooCommerce stores, and interactive front-end interfaces. Adept at turning client requirements into functional, elegant web solutions using tools like Elementor, ACF, and custom PHP. Known for delivering high-quality, performance-optimized websites with clean code, seamless plugin integration, and a strong focus on user experience and mobile responsiveness.



Skills & Strengths

- Elementor
- WordPress
- Plugin Development
- Custom Posts
- HTML
- Custom Development
- JQuery
- Theme Development
- Plugin Customization
- ACF
- CSS
- LMS
- PHP
- Theme Customization
- Divi
- Woocommerce
- Java Script
- Membership Plugins



Experience - 3 years

WordPress Developer

CODESFIX - Bahawalpur, Pakistan | Jul 2022 - Present

- Developed and launched custom WordPress websites for clients across multiple industries using Elementor, Divi, Beaver Builder, WP Bakery, and custom PHP code.
- Built and customized WooCommerce and WooCommerce Subscription stores, integrating custom payment gateways, dynamic pricing, and region-based product restrictions.
- Created secure, scalable membership platforms using Paid Memberships Pro, WooCommerce Memberships, and custom access control logic.
- Converted complex UI/UX designs from Figma into pixel-perfect, responsive WordPress pages using Page Builders.
- Implemented ACF (Advanced Custom Fields) to develop flexible and maintainable custom post types and user dashboards.
- Developed and maintained custom WordPress plugins and themes to support unique client features, including QR generation, video galleries, and user submissions.
- Conducted in-depth code reviews and QA testing to ensure browser compatibility, accessibility, and optimized site performance.
- Created and documented reusable code libraries and shortcodes to streamline future development and team collaboration.
- Optimized site speed and security through performance audits, caching strategies, and hardening measures.
- Integrated and customized LMS plugins such as Tutor LMS and LearnDash, enabling structured e-learning platforms with quizzes, progress tracking, and certificates.
- Provided ongoing technical support, bug fixes, and training, resulting in increased client satisfaction and retention.

Projects

Recover Your Money

Contact Info

Bahawalpur
Pakistan
umerirshad722@yahoo.com
03106190392

Education

National College Of Business Administration And Economics (Bahwal Pur Campus)

Bahawalpur / BS Computer
Science
(2019)

Govt. Sadiq Egerton College

Bahawalpur / FSc Pre-Eng
(2015)

Moon System Of Education Bahawalpur

Bahawalpur / Matric
(2012)

Languages

- Urdu - Native
- English - Medium

Aug 2025 - Aug 2025

<https://recoveryourmoney.org/>

Tools: Figma To Wordpress, Elementor, Elementor Pro

- Converted a Figma design into a fully responsive WordPress website using Elementor Pro

When I Get To Prison

Feb 2025 - Feb 2025

<https://whenigettoprison.com/>

Tools: Elementor, WP User Frontend, ACF, Ultimate Member, Custom Code(HTML,CSS, JS, PHP)

- Transformed the original Figma design into a working website using Elementor and custom coding.
- Built a user directory listing all registered users in a clean, searchable format.
- Used Advanced Custom Fields (ACF) to create custom post types and fields for user stories.
- Set up frontend post submission so users can share their stories without needing to access the WordPress dashboard.
- Designed custom profile pages where users can view, edit, or delete their own posts — all built using HTML, CSS, JavaScript, and PHP.
- Wrote backend logic to handle CRUD actions (Create, Read, Update, Delete) for user posts.

Fretstraps

Jan 2025 - Jan 2025

<https://www.fretstraps.com/>

Tools: ACF, Vimeo API, Custom Code, PHP, JS, HTML, CSS

- Developed a custom post type to manage and organize video content efficiently within the WordPress admin.
- Implemented custom fields using ACF to store and retrieve Vimeo video links dynamically.
- Designed and integrated a YouTube-style playlist for smooth video navigation and user engagement.
- Built a custom registration form that registers users based on a unique code for gated access or invitation-only enrollment.
- Created a custom WordPress plugin to generate, store, and manage unique registration codes automatically.
- Added functionality in the admin dashboard to export unique codes as a CSV, enabling easy distribution and tracking.
- Improved UX by ensuring responsive design, intuitive layout, and seamless transitions between video content.

Memorie Pet

<https://memoriepet.com/>

Tools: Paid Membership Pro, WP User Frontend, Custom Code, PHP, JavaScript, ACF

- Converted Figma design into WordPress, ensuring a responsive and optimized layout.
- Built and customized WordPress features for a membership-based website.
- Integrated Paid Memberships Pro for content access control.
- Developed an ACF-based video gallery and QR code generator for memorial pages.
- Created a user post management system with edit, delete, and visibility settings.
- Automated membership rules (post expiry, warnings, visibility toggles).

Master Tattoo Institute

<https://www.mastertattooinstitute.com/MTI/>

Tools: WPBakery Page Builder, Custom CSS, Contact Form 7, Responsive Design

- Customized and enhanced various sections of the website using WPBakery Page Builder,

ensuring responsive design across all devices.

- Integrated a newsletter form using Contact Form 7, with tailored styling and validation.
- Improved user interface for course listings using dynamic shortcodes, custom post types, and responsive grid layouts.

Block Guides

<https://blockguides.net/>

Tools: Elementor Pro, WooCommerce, Woo subscription, Woo membership, ACF, PHP, FunnelKit

- Converted a Figma design into a fully responsive WordPress website using Elementor Pro
- Integrated WooCommerce Subscriptions and Membership plugins to manage paid content access.
- Used Advanced Custom Fields (ACF) to create dynamic content sections.
- Embedded interactive 3D models from Sketchfab.
- Ensured responsive design and optimized site performance.

Verizen Coaching

<https://verizencoaching.au/>

Tools: Elementor Pro, Tutor LMS, WooCommerce, SUMO Subscriptions

- Set up a complete online course platform using Tutor LMS, including course creation, instructor profiles, and student dashboards.
- Integrated WooCommerce with SUMO Subscriptions to enable recurring payments for course access.
- Customized course pages, enrollment flow, and checkout using Elementor and PHP for enhanced user experience.
- Ensured mobile responsiveness, clean UI, and optimal site performance.

Pain Managment

<https://www.painmanagementroc.com/>

Tools: Elementor Pro

- Designed a clean, professional website for an acupuncturist.
- Focused on a calm and accessible layout that reflects the clinic's holistic healing approach.
- Created mobile-responsive pages optimized for local SEO and appointment calls-to-action.

Rite Plumbing

<https://riteplumbingnyc.com/>

Tools: Elementor, Contact Form 7, Slider Revolution

- Built a bold, trust-focused design for a New York-based plumbing service.
- Structured service sections and call buttons to improve lead generation and user flow.
- Integrated Contact Form 7 and Slider Revolution for dynamic visuals and quick quote submissions.

Nor Fleet Transportation

<https://norfleettransportation.com/>

Tools: Elementor Pro, Gravity Forms, LiteSpeed Cache

- Designed a professional and responsive website for a logistics and transportation company.
- Focused on clarity, reliability, and service accessibility to support lead generation and business trust.
- Integrated Gravity Forms to capture service inquiries and client information seamlessly.
- Implemented LiteSpeed Cache for performance optimization, ensuring fast load times and smooth navigation.

- Applied structured sections and consistent branding to deliver a polished and user-friendly experience across devices.

L&D Free Spirits

<https://ldfreespirits.com/>

Tools: WP Bakery, Custom Code, PHP, JS, HTML, CSS, AR Membership,

- Developed a front-end post management system allowing users to create, edit, and delete custom posts without accessing the WordPress dashboard.
- Utilized the ARMember plugin to manage user registration, profile visibility, and access control.
- Created a searchable and filterable user directory based on ARMember fields to enhance user discoverability.
- Ensured secure, role-based access and a seamless user experience from profile to post management.

Coded Crime

<https://codedcrime.com/>

Tools: Elementor, Formidable Forms, PHP, Custom Code

- Developed Coded Crime, a hint-based crime directory that shares vital information without disclosing full identities, maintaining user and subject confidentiality.
- Enabled users to anonymously report crimes by entering partial details like the first three letters of the criminal or victim's name and postal code.
- Built front-end user submission forms and display logic using Elementor and Formidable Forms for ease of use.
- Ensured data privacy while enabling community-driven reporting and search functionality.

Hyperspace Props

<https://hyperspaceprops.com/>

Tools: UX Builder, Woocommerce, BuddyPress, PHP, Custom Code

- Implemented custom WooCommerce logic to dynamically adjust subscription product pricing based on user location (USA vs. non-USA).
- Utilized geolocation or custom user meta to conditionally display and charge location-specific pricing during checkout.
- Integrated and customized BuddyPress to enhance user profiles, activity streams, and member interaction.
- Developed user-friendly features for profile visibility, community building, and group management.
- Ensured compatibility between WooCommerce Subscriptions and BuddyPress for a seamless user experience.