Mahmoud Waddah El Haj

754-465-3040

**Summary**

Front End Developer experienced in crafting responsive, user-friendly WordPress sites and custom themes. Demonstrated success in managing projects from initial design with tools like Elementor and Figma to final deployment. Proven collaborator adept at optimizing website performance and SEO standards while delivering client-focused digital designs.

**Skills**

* **Web Development**: WordPress, HTML5, CSS3, JavaScript, PHP, Elementor, REST APIs
* **Digital Marketing & Optimization**: SEO, Accessibility Standards
* **Design Tools**: Adobe Creative Suite
* **E-commerce Platforms**: Shopify, Woo Commerce
* **Programming Languages**: JavaScript/TypeScript Python
* **Frameworks & Libraries**: React, [Node.js](http://node.js), Flask

**Professional Experience**

**Freelance 2022 - Present**

*Web Designer & Developer*

Conceptualize and execute end-to-end web design projects, from wireframing to deployment.

* Collaborate with clients to deliver responsive, aesthetically appealing, and user-friendly websites by customizing and enhancing themes to meet unique project requirements.
* Utilize PageFly and Figma to design and develop custom, performance-optimized WordPress themes and plugins.
* Manage client communications, ensuring timely updates and project delivery.
* Implement scalable, user-friendly web applications by leveraging WordPress, HTML5, CSS3, JavaScript, and Elementor to deliver responsive, SEO-friendly designs.

**Americans Tax Rva Tax Firm - Present**

*Web Developer & Marketing Manager*

* Designed and maintained a scalable, user-friendly website by implementing front-end solutions with HTML5, CSS3, JavaScript, and React, emphasizing responsive design, cross-browser compatibility, and performance optimization.

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*Deli Clerk*

Provided excellent customer service by preparing deli orders, answering product questions, and maintaining a clean, organized work area.

* Sliced meats/cheeses, prepared sandwiches, and managed stock rotation to ensure freshness and compliance with safety standards.
* Balanced attention to detail with speed and accuracy in a high-volume environment.
* Strengthened interpersonal and communication skills by engaging with diverse customers and team members.

**Education**

**Reynolds Community College**

**Virginia Commonwealth University – College of Engineering**

*Computer Science, Software Engineering concentration in progress*

**Key Web Projects**

**Americans Tax Richmond Virginia Accounting / Tax Firm**

* Built and maintained a high-converting website leveraging WordPress, Elementor, PHP, and JavaScript to optimize user engagement and performance.
* Designed and prototyped user interfaces and experiences using Figma to enhance usability and visual appeal.
* Generated 100+ qualified leads by applying modern conversion rate optimization (CRO) strategies.

**Movie Search Pro**

* Built and maintained a movie search web application with Flask (Python) backend and JavaScript frontend, integrating with external APIs to fetch and display real-time movie data.
* Designed RESTful routes in Flask for handling user queries, API requests, and JSON responses, ensuring efficient data retrieval and modular backend logic.
* Implemented dynamic UI features with JavaScript (DOM manipulation, async/await, event listeners) for seamless movie search, filtering, and result rendering.
* Optimized app performance by leveraging caching strategies and minimizing redundant API calls, reducing load times and improving responsiveness.
* Deployed and maintained the app for continuous availability, applying debugging and version control practices with Git/GitHub.

**Notes Ninja**

* Developed a Movie Search web application leveraging Flask for backend logic and JavaScript for interactive frontend, enabling users to discover films through real-time API integrations.
* Integrated external movie databases (REST APIs) to fetch and display dynamic movie details (title, rating, release date, poster, etc.) with JSON parsing and error handling.
* Built a responsive user interface with JavaScript and CSS for smooth search, filtering, and result rendering, enhancing overall user experience.
* Applied software engineering best practices including modular Flask routes, asynchronous JavaScript (async/await), and Git/GitHub version control for maintainability.

**Handle Our Books**

* Built and maintained a high-converting website leveraging WordPress, Elementor, PHP to optimize user engagement and performance.
* Generated 30+ qualified leads by applying modern conversion rate optimization (CRO) strategies.

**Refinery Education UK Tutoring**

* Built and maintained a high-converting website leveraging WordPress, Elementor
* Built and maintained a secure online booking system that streamlined scheduling and attracted qualified student sign-ups.

**Gel Blaster Remake (PageFly Shopify Custom Built)**

* Produced two videos detailing redesign; created visuals highlighting product features.