Prateek Dubey

WordPress & WooCommerce Full Stack Developer

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WordPress & WooCommerce Full Stack Developer with 12 years of experience delivering secure, scalable, and high-performance web solutions. Expert in **custom WordPress development**, including **theme customization, plugin development**, and **WooCommerce customization**, with over 6 years of deep experience in ecommerce environments.

Strong command over **Core PHP (8+ years)** and frontend technologies with **8+ years of hands-on experience in HTML5, CSS3, JavaScript**, ensuring pixel-perfect, responsive, and user-friendly interfaces. Also experienced in **OpenCart (5 years)** and **Magento (2 years)** for multi-platform ecommerce development.

Experienced in building dynamic front-end interfaces using **React.js (1 year)**, with a focus on responsive design and component-based architecture. Have **basic working knowledge of Node.js and Express.js**, suitable for integrating APIs and handling simple backend tasks. Proficient in **REST API development**, **AJAX**, **MySQL**, **Git**, and applying modern **security best practices** and **performance optimization** techniques across WordPress-based projects.

Key skills

- **WordPress & WooCommerce**: 6+ years of experience in custom theme development, plugin creation, payment/shipping integration, and third-party API integration.
- **Core PHP**: 8+ years building dynamic, custom websites and CMS-driven platforms.
- **React.js:** 1 year building interactive UI.
- **Magento & OpenCart**: Developing and customizing online stores, modules, and eCommerce workflows.
- **HTML, CSS, jQuery, AJAX**: 8+ years of experience creating **responsive**, cross-browser compatible, interactive UIs.
- **REST APIs**: Designing and integrating secure, scalable APIs across platforms.
- **Version Control**: Git-based workflow for collaboration and deployment.
- **Security & Optimization**: Implementing **performance optimization**, SEO, **website security**, and caching.
- **Agile Development**, team collaboration, and **client communication**.

Professional Experience

Paj Gps Pvt Ltd.

Sr. WordPress Developer   *Sep 2024 – Present*

Responsibilities

- Developed and maintained custom WordPress themes, plugins, and applications tailored to complex project requirements.
- Architected scalable and modular WordPress solutions with a focus on clean code and maintainability.
- Ensured responsive design implementation and cross-browser compatibility for all web interfaces.
- Optimized website performance by implementing caching, CDN integration, and server-level enhancements.
- Diagnosed and resolved bugs, performance bottlenecks, and integration issues in WordPress environments.
- Implemented security best practices including regular updates, vulnerability scans, and hardening configurations.
- Collaborated closely with designers, project managers, and cross-functional teams for seamless feature integration.
- Provided mentorship to junior developers and conducted code reviews to ensure adherence to best practices.
- Maintained detailed technical documentation for codebases, custom features, and development workflows.
- Stayed up to date with the latest trends in WordPress and web technologies to introduce innovative solutions.
- Managed project timelines effectively, delivering high-quality results within scope and deadlines.

Dream Creators Technologies

Full-Stack Developer   *May 2022 – Sep2024*

Responsibilities

- Lead and manage web development projects from conception to completion, ensuring they meet business requirements and are delivered on time.
- Develop and maintain front-end and back-end components of web applications, ensuring seamless integration and functionality.
- Manage and develop e-commerce platforms using Magento. Customize modules and ensure platform scalability and performance.
- Build and customize online stores using Opencart. Implement extensions and optimize for performance.
- Design, manage, and optimize MySQL databases. Ensure efficient data storage, retrieval, and security.
- Create and maintain technical documentation for web applications, including architecture diagrams, API documentation, and user guides.

- Communicate with clients to understand their requirements, provide technical expertise, and ensure their needs are met.

- Conduct code reviews to ensure code quality, readability, and adherence to best practices. Implement automated testing and continuous integration processes.

- Design, develop, and optimize complex web applications using core PHP, ensuring high performance and scalability.

Wiriya Technology Pvt. Ltd

Sr. Web Developer   *April 2019 – 2022*

Responsibilities

- Lead and oversee Wordpress development projects from initiation to completion, ensuring they align with business objectives and are delivered on time and within budget.
- Create, customize, and maintain Wordpress Plugins to extend functionality and meet specific client needs.
- Implement and customize WooCommerce for e-commerce solutions, including product setups, payment gateways, and performance optimization.
- Create, customize, and maintain payment gateway and shipping Plugins for e-commerce solutions
- Optimize website performance by implementing best practices for speed, caching, and SEO. Ensure fast loading times and high performance.
- Conduct code reviews to ensure adherence to coding standards and best practices. Implement testing procedures to ensure the quality and functionality of the website.
- Use version control systems like Git to manage code changes, collaborate with other developers, and maintain a history of code versions.
- Integrate third-party APIs and services to enhance website functionality and provide additional features.

Darshan Softech Pvt Ltd

Software Developer   *April 2016 - 2019*

Responsibilities

- Develop and maintain both front-end and back-end components of web applications using Core PHP and Yii framework.
- Design and architect web applications, ensuring robust, scalable, and high-performance solutions.
- Write clean, well-documented, and efficient PHP code to develop dynamic web applications and APIs.

- Leverage the Yii framework to build MVC architecture-based applications, ensuring modularity and reusability.
- Design, manage, and optimize MySQL databases. Implement complex queries, indexing, and transactions to ensure efficient data handling.
- Develop and integrate RESTful APIs and third-party services to extend application functionality.
- Troubleshoot and resolve complex technical issues. Implement effective solutions to improve application performance and user experience.

Ntier Solutions

Software Developer   *Nov 2013 - March 2016*

Responsibilities

- Customize and extend OpenCart functionalities to meet specific project requirements. Implement themes and extensions as needed.
- Assist in developing dynamic web applications using Core PHP. Write clean, efficient, and well-documented code.
- Support front-end development tasks, ensuring responsive design and cross-browser compatibility using HTML, CSS, and JavaScript.
- Perform basic database operations using MySQL. Write and optimize queries for data retrieval and manipulation.
- Identify and resolve issues and bugs in the codebase. Conduct debugging and testing to ensure smooth functionality.
- Maintain and update existing codebases for Core PHP and OpenCart projects. Ensure compatibility with the latest versions and technologies.
- Provide ongoing support and maintenance for existing applications. Ensure timely resolution of any issues reported by clients or users.

Academic Qualifications

Bachelor of Computer Application with 70%.

Higher Secondary School with 75%.