Werner Roos

Senior Software Engineer | Web Developer | Digital Solutions Specialist

Werner Roos
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Professional Summary

Experienced & adaptable Senior Software Engineer and Web Developer with 12+ years freelancing, delivering high-impact digital platforms across health, retail, education, and service sectors. Specializing in full-stack development, WooCommerce, WordPress customization, cloud infrastructure, and UX-driven design. Known for turning ideas into scalable, conversion-optimized solutions.

Core Competencies

Web Development & CMS

- Full-Stack Development (React, Node.js, PHP, Laravel, JavaScript)
- Custom WordPress Plugin & Theme Development
- WooCommerce Architecture, Buyers Guides & UX Improvements

Infrastructure & DevOps

- Cloud Infrastructure & DevOps (OCI, Apache/Nginx, CloudPanel)
- PGN/SQL Database Architecture | Admin Panels & Tools

Game Development & Innovation

- Game & Simulation Development (JavaScript Canvas, MMO Concepts)
- AI Prompt Engineering & Web Automation

Marketing & Automation

- Digital Marketing Campaigns & Automation (Meta Ads, SEO, Funnels)

Systems Integration & Business Strategy

- API Integration | CRM & Payment Gateway Systems
- Business Requirements Analysis | Client-Facing Development

Professional Experience

Senior Freelance Web Developer / Software Engineer
Contract-based | Remote | Global | 2013–Present

Key Responsibilities

- Planned, developed, and deployed over 50 full-scale websites and apps for SMEs, startups, and non-profits.
- Built custom WordPress plugins including buyers' guides, AJAX filtering, and custom checkout logic.
- Created high-converting WooCommerce platforms with tailored upselling and UI enhancements.

- Developed multiplayer games and simulations (including a 4-player chess variant).
- Managed hosting environments using CloudPanel & Oracle Cloud Infrastructure.
- Provided consultations, site rebuilds, and proposals for digital transformations.

Selected Projects

- patrickmurphyclinic.com – Full-stack WordPress/WooCommerce, GDPR-compliant with event booking.
- pimpmypooch.ie – Boutique WooCommerce store with custom filtering and seasonal ad campaigns.
- play.paradigmchess30.com – Multiplayer chess variant system with PGN tools.
- franschhoek.org.za – Site rebuild proposal + Google Maps API integration.
- MMORPG Concept Build – Game engine with mythology-based characters and online systems.
- Church Media & Systems – Event branding, ticketing, and print coordination.

Technical Skills

- **Languages & Frameworks**
  JavaScript, PHP, React.js, Node.js, HTML5, CSS3/SASS, MySQL, TailwindCSS, Laravel (basic), JSON, Canvas API
- **WordPress Development**
  Custom Plugins, ACF, CPT UI, WP Grid Builder, Elementor, WooCommerce, Shortcodes
- **DevOps & Hosting**
  Oracle Cloud, CloudPanel, Apache, Nginx, SSL/TLS, SSH, cPanel, Port Management
- **Tools & Software**
  VS Code, GitHub, ChatGPT, Google Workspace, Trello, Notion, Canva, Photoshop, Figma, Adobe XD
- **Marketing & Automation**
  Meta Ads Manager, Facebook Pixel, Google Analytics, SEO, Email Funnels, Copywriting, Video Scripting

Education & Learning

Self-Taught Software Developer
Pursued independent study and continuous learning in:

- Web & Full-Stack Development
- WordPress Plugin Design
- JavaScript Game Development
- Digital Marketing Strategy

Strengths & Attributes

- Problem-Solver – Analytical and quick to resolve technical issues.
- Multidisciplinary Thinker – Skilled in coding, UX, infrastructure, and business.
- Client-Focused – Trusted to lead projects with clear communication.
- Project Ownership – Manage full projects independently.
- Senior Capability – Operates with autonomy, structure, and foresight.

References

Available on request.