



Artur Yusupov

Fullstack WordPress Developer
React/Next.js Developer
Technical SEO Specialist
AI-Assisted Developer

CONTACTS

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EDUCATION

VNTU (Ukraine)

**Vinnitsa National Technical
University**

09.2005 - 08.2010

SKILLS

- HTML5/CSS3/JS ES6
- Wordpress
- PHP 8 and MySQL
- React/Next.js
- Tailwind CSS / Bootstrap
- SEO
- UI/UX
- Shopify
- Wix

WORK EXPERIENCE

Front-end Developer (Full time/Part-time Remote) 05.2021-now

Frontdeskhelpers

Wordpress/Wix developer/SEO.

Working Remote full time work according to methodology Agile. US English and Spanish speaking customers. (USA, ES)

Front-end developer (Part-time Remote) 09.2020 - 02.2021

Agenturro

HTML/CSS/JS - developer. Working with CMS - Wordpress, Shopify. SEO-optimization. German customers.

Web-developer 03.2017-02.2024

Freelance and Personal projects

I worked remotely as a freelancer on Ukrainian and American freelance platforms - Freelancehunt, Upwork, Freelancer, etc. Part-time as a remote worker for a few companies that are focused on European clients. Personal projects based on affiliate marketing, dropshipping and POD.

WEBDEV EDUCATION

Specialized courses and practical classes 10.2016 - NEVER STOP LEARNING!

W3schools, Coursera, Udemy, Codecademy, SoloLearn, Programminghub, YouTube

Constantly learning, improving my knowledge and skills every day in my profession. Also, I read a lot and watch video courses with up-to-date information from related areas of interest to me. I firmly believe that the development of a person in any form is his salvation. In my daily work, also use resources such as W3C, MDN, CODEX Wordpress, Stack Overflow, GitHub, CodePen, Udemy, Google, YouTube.

WEB DEVELOPMENT STACK

- HTML5+CSS3;
 - Semantic and Accessibility HTML5 code. Adhering to Standards and Validity W3C and WCAG 2.0,
 - Flexbox & Grid,
 - adaptive/responsive design,
 - SASS/SCSS/LESS;
- CSS Frameworks: Bootstrap, Tailwind CSS;
- Javascript ES 6/JSON/jQuery/AJAX;
- REACT/Next.js;
- UX/UI;
- PHP 8 (Creating/customization Wordpress themes and plugins);
- MySQL;
- Gitlab/Github;
- Write Semantic code based on methodology BEM;
- Cross-browser compatibility and site accessibility;
- Internal technical optimization (according to Google PageSpeed, Gtmetrix);
- Site security;
- Responsive website development;
- Website builders and SaaS:
 - Shopify,
 - WIX (EditorX, VELO),
 - Webflow,
 - Tilda;
- CMS:
 - Wordpress, Prestashop, Joomla!, OpenCart, MODX, Drupal and others;
- NPM;
- SEO-optimization based the ranking factors from Google. Core Web Vitals;
- Working with hosting/domain name registrar, Google Cloud Platform (GCP), Cloudflare;
- Prototyping Tools:
 - Figma,
 - Adobe XD,
 - Avocode,
 - Zeplin;
- AI TOOLS:
 - GitHub Copilot / Claude Claude and Cursor for Development
- Code editors: Visual Studio Code, Notepad++, Sublime Text, Atom.

WORDPRESS DEVELOPMENT

- PHP and MySQL:
 - WP-themes from scratch based on layouts in Figma or .psd,
 - Custom editing themes and plugins;
- Woocommerce;
- Advanced Custom Fields (ACF);
- Redux framework;
- Hooks Wordpress/Woocommerce;
- Custom Post types, Taxonomy, Meta boxes, custom fields;
- AMP;
- REST API;
- Multilingual WP Site;
- Multisite;
- Wordpress builders:
 - Elementor, Divi, Wpbakery page builder, Gutenberg (+Stackable) etc;
- Internal technical optimization (based on the metrics of Google PageSpeed, Gtmetrix).

WORK ORGANIZATION TOOLS

- Experience with Google Workspace, Google docs, Google Cloud Platform (GCP);
- Trello, Asana, Jira, Redmine, Bitrix;
- CRM:
 - AmoCRM,
 - RetailCRM,
 - Bitrix24;
- METHODOLOGY:
 - AGILE,
 - SCRUM,
 - KANBAN;
- English B1.

AI TOOLS

- **AI Code editors**: Visual Studio Code with AI-extensions, Cursor (MCP, Rules, Docs), Windsurf, Github Copilot;
- Claude Code/ChatGPT/Gemini;
- Krea, Midjourney, Stable Diffusion, Leonardo Ai;

SEO

- Technical SEO-optimization based on indicators Google pagespeed, GTMetrix, Core Web Vitals;
- Site audit and analysis of search queries, competitors;
- Internal website optimization (technical and SEO);
- Semantic Core of SEO Keywords;
- Copywriting;
- Optimization of product cards;
- External promotion;
- Link building;
- SEO-tools:
 - Google Search Console,
 - Bing Webmaster Tools,
 - Google Keyword Planner,
 - Google My Business,
 - Google Analytics,
 - Google Tag Manager,
 - Serpstat,
 - SERanking,
 - SEMRush,
 - Moz,
 - Ahrefs.

I understand how search engines work, how important internal site optimization is. Adaptive version of the site, thoughtful User Experience design. Site audit, technical and SEO optimization as a basic stage for further external promotion and development of the project. I follow the latest trends and news in SEO and web development. During SEO optimization and promotion, I rely on the cheat sheet of 200+ known Google ranking factors and the latest updates and news on search engine principles. I use these tools in my work: Google Analytics and Google Search Console, SE Ranking, Semrush, Ahrefs, Moz etc.

SOFT SKILLS

- Time management and self-discipline;
- Interest in the profession and the ability to fast learn new knowledge;
- The ability to bring the work I started to the end;
- Communication and ability to work in a team;
- Integrity and work ethic;
- Problem-solving.

LANGUAGES

- ukrainian
- spanish (B1)
- english (B2)
- russian