Danish Shabbir

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WordPress Developer

Front-End Development | Theme Customisation | Woocommerce Solutions

PROFESSIONAL SUMMARY

Skilled WordPress Developer with over 5 years of experience specializing in theme customization, WooCommerce solutions, and performance optimization. Proven expertise in creating responsive, pixel-perfect websites while integrating industry best practices to enhance website performance, usability, and user experience. Adept at leveraging advanced skills in theme development, plugin integration, AJAX, JavaScript, and website builders to deliver flexible, user-centric solutions.

WORK EXPERIENCE

Outsource NZ- *Auckland, NZ*   01/2020 - PRESENT
WordPress Developer

- **Website Development**: Built 100+ responsive WordPress websites from Adobe XD/Figma designs using Bootstrap, Tailwind CSS, Builders, and modern frameworks, ensuring seamless UI/UX.
- **WooCommerce Solutions**: Increased client sales by 50% through custom WooCommerce integrations, streamlined checkout processes, and performance optimizations.
- **Performance Optimization**: Clean code, CDN integration, lazy loading, caching, server management, and image optimization improved page speed by 60%, enhancing Core Web Vitals.
- **SEO Implementation**: Boosted site visibility with optimized meta tags, heading structures, and mobile-friendly designs.
- **Custom CMS Solutions**: Reduced support requests by 80% using Advanced Custom Fields and plugin integrations for flexible, dynamic, and user-friendly CMS solutions.
- **Interactive Features**: Enhanced user engagement with JavaScript, jQuery, AJAX, and GSAP for dynamic content and animations.
- **Site Maintenance & Security**: Ensured 90% uptime through regular updates, security patches, and database optimization for stability and peak performance.

- **Ongoing Maintenance**: Managed regular updates, troubleshooting, and support for WordPress websites to ensure optimal security, stability, and performance.
- **Front-End Collaboration**: Assisted the Web app team in developing the front-end of the desktop apps using Vue.js for improved functionality and user experience.

EDUCATION

PMAS Arid Agriculture University - Rawalpindi, Pakistan
Bachelor of Computer Science - CGPA: 3.71/4.0 - June/2017

PROFESSIONAL SKILLS

- **Technical skills**: HTML, CSS, Bootstrap, JavaScript, jQuery, AJAX, PHP, Theme Customization, E-commerce, Plugin Integrations, REST APIs, Vue.js, Builders, Responsive Design, SEO Performance Optimization, Server Management, Version Control Systems (Git), Migration and Deployment, Security Best Practices, Cross-Browser Compatibility, WordPress Multisite, MySQL, Debugging, Performance Monitoring.
- **Soft skills**: Communication Skills, Teamwork and Collaboration, Problem-Solving, Critical Thinking, Adaptability and Flexibility, Attention to Detail, Time Management and Organization, Emotional Intelligence, Leadership and Initiative, Creativity and Innovation, Resilience and Stress Management, Continuous Learning.
- **Tools:** WordPress, XAMMP, Flywheel local, MySQL, Visual Studio Code, PHP Storm

ACHIEVEMENTS

- Recognized with multiple "Employee of the Month" awards for outstanding performance.
- Recognized with multiple performance-based bonuses for consistently exceeding targets and delivering exceptional results.
- Mentored and trained 6 interns, transitioning them into full-time developer roles.

LANGUAGE COMPETENCIES

- Urdu: native language
- English: fluent (speaking, reading, writing)