

Ashraf Khan

WordPress Developer

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Professional Summary

Results-driven WordPress Developer with **7 years** of experience designing, developing, and optimizing high-performance, responsive websites. Expert in **HTML5, CSS3, JavaScript, PHP** and **WordPress** core (themes & plugins). Proven track record of delivering **60+ successful projects** and improving website performance and search rankings through **SEO best practices** and **Core Web Vitals** optimization. Skilled in **responsive design**, cross-browser testing, and version control (Git). Recognized for outstanding contributions with a *Star Performer 2022* award.

Skills

- **Programming & Web:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, PHP.
- **Content Management:** WordPress (Custom Themes, Plugin Development, Gutenberg, Elementor, WPBakery), WooCommerce, Shopify, Wix, Squarespace.
- **Tools & Platforms:** Git/GitHub, cPanel, FTP, Google PageSpeed, GTmetrix, Figma, Adobe Photoshop.
- **SEO & Performance:** Responsive Design, Cross-browser Compatibility, Website Optimization, SEO Best Practices, Technical SEO, Core Web Vitals.

Experience

WordPress Developer

Self-Employed, Mumbai, MH | Nov 2024 – Present

- Develop custom WordPress themes & plugins from scratch.
- Convert Figma/PSD designs into pixel-perfect, responsive pages.
- Optimize site speed (Google PageSpeed/GTmetrix) and implement security best practices.
- Collaborate with designers/back-end teams to enhance UX and functionality.
- Debug, maintain, and update live projects with zero downtime.

Senior WordPress Developer

WMI Innovative Solutions Pvt. Ltd., Navi Mumbai, MH | Sept 2020 – Oct 2024

- Developed and maintained 60+ responsive WordPress websites, including custom themes and plugins, to meet diverse client requirements.
- Implemented site performance optimizations (caching, image compression), improving average page load time by up to 40% and boosting SEO performance (higher PageSpeed scores).
- Ensured cross-browser compatibility and mobile-friendly design across multiple devices, enhancing user engagement and accessibility.
- Collaborated with designers and content teams using Git version control to integrate new features and manage releases.
- Troubleshoot technical issues and bugs, maintaining 99% website uptime and improving overall site reliability.

Frontend Developer

Fashion TV India, Mumbai, MH | Jan 2020 – Aug 2020

- Translated Adobe Photoshop and Figma designs into responsive web pages using HTML5, CSS3, and JavaScript, improving user experience and interface.
- Revamped UI components and site structure for better SEO; optimized performance to increase Google PageSpeed Insights scores.
- Ensured mobile-first development and conducted cross-browser testing to enhance site accessibility and stability.

Frontend Developer

BalanceNutrition.In, Mumbai, MH | Jan 2019 – Jun 2019

- Developed responsive features and user interfaces using HTML5, CSS3, JavaScript, and Bootstrap.
- Optimized web pages based on Google PageSpeed Insights recommendations, reducing load times and improving SEO.
- Executed a targeted email marketing campaign, resulting in a 15% increase in sales.

UI Developer

Grab A Grub Services Ltd., Mumbai, MH | Oct 2016 – Nov 2017

- Designed and implemented the rider dashboard UI using HTML5, CSS3, jQuery, and Bootstrap, enhancing usability.
- Managed full development cycle from design to deployment, ensuring projects were delivered on time and met specifications.
- Identified and resolved front-end issues; optimized assets to improve load times and user experience.

UI Developer

Monk Akarshala Design Pvt. Ltd., Mumbai, MH | Jan 2014 – Sept 2016

- Developed and managed client WordPress websites, ensuring seamless user experiences and reliable performance.
- Customized themes, widgets, and plugins to meet client requirements and enhance site functionality.
- Integrated e-commerce solutions (WooCommerce shopping carts and payment gateways) to streamline online transactions.

Education

Bachelor of Science (B.Sc.) in Mathematics, Mumbai University, 2010

Achievements

Star Performer of the Year 2022 – Awarded by WMI Innovative Solutions Pvt. Ltd. for exceptional performance and contributions to key projects.

Certifications

Advanced WordPress Skills, LinkedIn Learning (2025)

ChatGPT Prompt Engineering for Developers, DeepLearning.AI (2025)