

Lalit Sharma

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🌐 <https://github.com/lalitdevjpr/portfolio/>

Senior WordPress & WooCommerce Engineer | PHP Specialist

8+ years of architecting scalable WordPress solutions, complex WooCommerce ecosystems, and high-performance PHP applications.

CORE COMPETENCIES

- ✓ **WordPress:** Custom theme/plugin development, REST API integrations, Gutenberg block development, Multisite configurations
- ✓ **WooCommerce:** Custom checkout flows, payment gateway extensions, subscription models, multi-vendor systems
- ✓ **PHP:** Object-oriented architecture, design patterns (MVC, Singleton), Composer-based workflows, legacy code refactoring
- ✓ **Database:** Advanced MySQL query optimization, custom table structures, database migration strategies
- ✓ **DevOps:** CI/CD pipelines for WordPress, Dockerized environments, automated deployment scripting
- ✓ **Security:** Custom role capabilities, data sanitization/validation, firewall rule implementation

PROFESSIONAL EXPERIENCE

1. Lead WordPress Engineer

Xeno Tech Solutions | Jan 2022 – Present

- Architected a **headless WordPress** implementation using React for frontend rendering and WP REST API for data delivery.
- Developed a **custom plugin framework** for reusable WooCommerce extensions (product bundling, dynamic pricing).

- Engineered a **multi-language support system** using Polylang with automated content synchronization.
- Implemented **WP-CLI automation scripts** for bulk content migrations and database sanitization.
Spearheaded the architectural design and development of a **headless WordPress** solution using React.js frontend with WP REST API and GraphQL data layer, implementing JWT authentication for secure endpoints
- Developed a **custom plugin framework** enabling rapid deployment of WooCommerce extensions including:
 - Dynamic product bundling with conditional pricing rules
 - Custom subscription models with prorated upgrade paths
 - Automated tax calculation engine for multinational compliance
- Engineered a **multi-site content syndication system** using WP-CLI and custom database synchronization hooks
- Implemented **CI/CD pipelines** incorporating PHPUnit testing, Dockerized staging environments, and automated deployment to WP Engine

2. WooCommerce Solutions Architect

Legend Digital Agency | *Mar 2018 – Dec 2022*

- Built a **custom order management system** with real-time inventory sync between WooCommerce and SAP.
- Designed a **subscription-based marketplace** with role-restricted vendor dashboards.
- Developed a **RESTful API middleware** to connect WooCommerce with third-party logistics providers.
- Created **custom payment gateways** for regional providers with tokenized transaction handling.
- Developed a **multi-vendor marketplace solution** with:
 - Role-restricted vendor dashboards with custom capabilities

- Commission tracking and automated payout processing
 - Vendor performance analytics using custom data aggregation
- Built **custom REST API endpoints** to integrate with:
 - SAP ERP system for product data synchronization
 - FedEx/DPD shipping APIs for real-time rate calculation
 - Payment processors for automated reconciliation
- Created **custom checkout flow** with:
 - Location-based tax/VAT calculation
 - Dynamic shipping option filtering
 - Progressive field disclosure based on cart contents

3. WordPress/PHP Developer

WebCraft Innovations | *Jun 2016 – Feb 2018*

- Built a **modular theme framework** with ACF Pro integration for client-specific customizations.
- Reverse-engineered and refactored a **legacy PHP CRM** into a WordPress-integrated solution.
- Developed a **custom caching layer** using Redis for high-traffic WooCommerce product catalogs.
- Developed a **modular theme framework** featuring:
 - Custom Gutenberg block development with React
 - ACF Pro integration for flexible content structures
 - Performance-optimized asset loading strategy
- Modernized a **legacy PHP application** by:
 - Refactoring procedural code into MVC architecture
 - Implementing Composer for dependency management
 - Developing a WordPress integration layer
- Built a **custom caching solution** utilizing:

- Redis for fragment caching of dynamic content
- Custom cache invalidation hooks based on content updates
- AJAX loading for secondary content sections

4. Web Development Specialist

TechStart Pvt. Ltd. | *Aug 2015 – May 2016*

- Created **custom post-type ecosystems** for complex content structures in publishing platforms.
 - Automated **client deployment workflows** using Git hooks and Bash scripting.
 - Implemented **secure data import/export modules** for client data portability needs.
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TECHNICAL PROJECT HIGHLIGHTS

◆ Enterprise WooCommerce Platform

- Developed a **custom multi-warehouse inventory system** with real-time stock reconciliation.
- Built **dynamic pricing rules** based on user roles, cart contents, and geographic location.

◆ Headless WordPress CMS

- Engineered a **decoupled architecture** with Next.js frontend and GraphQL data layer.
- Implemented **JWT authentication** for secure API access control.

◆ High-Traffic Publishing Platform

- Designed a **custom ad management system** with lazy-loading and impression tracking.
- Developed a **content staging workflow** with differential publishing capabilities.

◆ B2B Order Processing System

- Created **bulk order CSV processors** with validation and error correction.
- Integrated **EDI document exchange** capabilities with enterprise ERP systems.

EDUCATION & CONTINUOUS LEARNING

Bachelor of Computer Applications (BCA)

University of Rajasthan ,Jaipur | 2013

MSc (IT) - Master of Science in Information Technology

Indira Gandhi National Open University, New Delhi | 2015

Ongoing Professional Development:

- Advanced WordPress security workshops
- WooCommerce extension development masterclasses
- PHP performance optimization training