

Muhammad Arslan Wajid

WordPress Developer

Faisalabad, Pakistan | +92-315-6611804 | [E-Mail](#) | [Portfolio Website](#) | [LinkedIn](#) | [GitHub](#)

SUMMARY

Lead WordPress Developer with Full Stack Expertise boasting 2+ years of professional experience, specializing in custom WordPress, WooCommerce, and React development. Proven ability to drive significant improvements in website performance, e-commerce conversion, and client satisfaction. Highly skilled in building responsive, user-friendly front-end interfaces and developing complex back-end solutions using the MERN stack (MongoDB, Express.js, React, Node.js). Proficient in SEO optimization using tools like Google Search Console, Semrush, Ahrefs, and Moz for both On & Off-Page strategies.

EDUCATION

Government College University Faisalabad, FSD, Pakistan

MSc in Computer Science

Oct 2020 - Aug 2022

University of Central Punjab, FSD, Pakistan

Associate Degree Program in Computer Science

Aug 2018 – Sept 2020

SKILLS

Programming Languages:	JavaScript, Python, PHP, ES6, Node JS
Databases/Servers:	SQL, MongoDB,
Web Technologies:	JavaScript, HTML5, CSS3, AJAX, JSP, Bootstrap, WordPress
SEO:	On & Off-Page, Google Search Console, Semrush, Ahrefs, Moz.
Frameworks/Libraries:	React JS, Redux, Express JS, jQuery, Next JS
WordPress Development:	Custom Themes & Plugins, Advanced Custom Fields (ACF), WP-CLI, Custom Post Types (CPT), Custom Taxonomies, Gutenberg Blocks, WordPress Hooks & Filters, REST API Integration, WordPress AJAX API, Performance Optimization, Core Web Vitals.
Design & Optimization:	Figma to WordPress Conversion, Responsive UI Design
Debugging & Tools:	Firebug, Chrome Developer Tools (Inspector), Browser Console
Ide/Tools:	Git, GitHub, Microsoft Office, Electron JS
Languages:	English, Urdu
Other Skills:	WordPress AJAX API, Payment Gateways, Cross-Functional Collaboration, Agile Workflow,

PROFESSIONAL EXPERIENCE

Digital Optimisers

Full Stack Developer

May 2025 – Present

- Joined **digitaloptimisers.com.au** as a Full Stack Web Developer, contributing to both front-end and back-end development for eCommerce and marketing-focused websites
- Developed custom WordPress themes and plugins, resulting in a 15% increase in client satisfaction by addressing specific business needs.
- Led the development of custom WordPress themes and WooCommerce solutions tailored to unique client needs, resulting in improved customer satisfaction and repeat business.
- Worked closely with designers, marketers, and project managers to deliver fully responsive, SEO-optimized websites within tight deadlines.

Tauronic (Czech Republic) | Remote

Project-Based WooCommerce/Full Stack Developer

Feb 2025 – Present

- Successfully rebuilt and optimized multiple high-volume e-commerce WooCommerce sites including [smartonix.cz](#), [mobilpoint.cz](#) and [czmobily.cz](#) to improve stability and performance.
- Developed new custom e-commerce platforms like [elektroplaneta.cz](#) and [asijskejidlo.cz](#) (food shop) from the ground up, integrating online ordering and delivery functionality.

- Engineered a proprietary custom WordPress Plugin (rtx Central Import) using REST APIs and WordPress AJAX for automated product and order synchronization.
- Created a Product Scraper using Python to extract and export product data (from WooCommerce, Shopify, etc.) into Excel for competitive analysis and inventory sourcing.

Systems Dash Ltd ↗

Junior Full Stack Developer

Aug 2024 – May-2025

- Enhanced front-end user experiences by implementing responsive designs using React, JavaScript, and CSS, improving user engagement by 20%.
- Integrated third-party APIs and payment gateways, streamlining business operations and improving conversion rates by 18%.
- Collaborated with cross-functional teams to deliver high-quality web solutions, consistently meeting 100% of project deadlines.

Easy Sell Buy Car (Qatar) | Remote ↗

Web Development Intern

Aug 2024 – Sep 2024

- Improved the design and performance of a Qatar-based online car listing platform.
- Conducted theme analysis and presentation to recommend the best WordPress solutions for the client's automotive marketplace.
- Configured Cloudflare CDN, enhancing website speed, reliability, and security.
- Collaborated remotely with the management team to align UI/UX decisions with business objectives.
- Demonstrated initiative, strong communication, and problem-solving skills in a remote professional environment.

Systems Dash Ltd ↗

Intern WordPress Developer

Jun 2024 – Aug 2024

- Developed and maintained websites using Elementor, WP Bakery, and Divi, increasing site performance by 30%.
- Implemented custom plugins to enhance website functionality, contributing to a 25% rise in client retention.

Elpha Tech

Remote Work – WordPress Blog Site

Jan 2024 – Jun 2024

- Built and managed a full-featured blog website using Elementor, leading to a 40% increase in daily traffic.

Digital Bolt ↗

INTERN FRONT-END DEVELOPER (REACT JS, SASS, BOOTSTRAP)

Jul 2023 - Dec 2023

- Developed dynamic user interfaces and web applications using React.js, SASS, and Bootstrap, resulting in a 35% improvement in user experience.
- Applied modern web development frameworks and tools, which improved application performance by 25%.

Ibrahim Fibers Limited ↗

INTERN

May 2023 - Jun 2023

- Assisted in network management and software maintenance, reducing system downtime by 10%.
- Contributed to marketing strategies and promotional campaigns, boosting campaign reach by 15%.

PROJECTS

Personal & Front-End Development

Tuility – Developed a full-featured React-based web platform offering 80+ tools and calculators across categories like Mathematics, Science, Finance, Knowledge, Health, and Utilities (e.g., converters, PDF tools, unit calculators).

- Built with React.js and Redux for optimal state management and performance.

- Implemented a modular and scalable code structure for easy feature expansion.
- Focused on responsive design, fast performance, and user accessibility.

Custom Web Application (Laravel + Frontend)

[AlmahdiStore.pk](#) – A PHP Laravel-based eCommerce platform.

- Designed and developed the entire front-end of the main store, user dashboards, and API-integrated sections.
- Converted complex Figma designs into fully responsive, pixel-perfect web pages using HTML, CSS, JS, and Blade templates.
- Collaborated on backend API integration and dashboard logic for seamless user experience. Focused on performance optimization, responsive layouts, and cross-browser compatibility.

WooCommerce / eCommerce Websites

- [Elektroplaneta.cz](#) – Created an electronics-focused WooCommerce site, with clean product display and responsive performance.
- [Asijske Jidlo](#) – Customized WooCommerce Food Shop site for Czech-based Asian food delivery service.
- [MobilPoint](#) – Created an electronics-focused WooCommerce site, with clean product display and responsive performance.
- [Smartonix](#) – Built and optimized a WooCommerce electronics shop with a focus on usability and conversions.
- [Easy Sell Buy Car](#) – Contributed to feature development and speed optimization for a vehicle listing/sales platform with dynamic functionality.
- [Comfy Casa](#) – Built a WooCommerce furniture store with product filtering, optimized navigation, and an easy checkout flow.
- [Dene Furnishing](#) – Designed a scalable home furnishings eCommerce site with clean UI and back-end customization.
- [Ali Baba Furniture](#) – Developed an engaging WooCommerce furniture site with inventory control and streamlined order management.
- [Amritsar Sweets](#) – Integrated WooCommerce for a sweets shop, enabling online orders and delivery, which led to a 15% increase in sales.

Portfolio / Business Showcase Websites

- [Matharu Interiors](#) – Designed a modern interior design portfolio with gallery and services section.
- [Pearl Hair and Beauty Salon](#) – Created a beauty salon site with appointment features and testimonials.
- [AK Decoration and Events](#) – Built a vibrant portfolio for an event decor business, with custom galleries and contact forms.
- [Ordinary Edits – Portfolio](#) – Responsive photo editing portfolio, resulting in a 25% increase in client inquiries.

- [Pixel Code Wizard](#) – Hosted a range of demo client portfolios (real estate, design, local businesses) to showcase branding and layout versatility.

Functional Projects & Tools (Non-WordPress)

- [Ecowheel+](#) – Developed a full-stack dashboard for installment payment management, allowing the admin to create/manage users, record payment information, and send automated reminders (HTML, SCSS, JS, PHP, MySQL).
- [Cargo Management System](#) – Developed a full-stack cargo operations dashboard with Super Admin/Admin access and workflow automation (PHP, JS, SQL).

CERTIFICATIONS

[W3 School](#)

React JS Developer

Apr 2024 - June 2024

[Coursera](#)

Crash Course on Python

June 2023 – Aug 2023

[NSIS, Pakistan](#)

Full Stack Web Development Boot Camp (MERN STACK)

Feb 2024 - Apr 2024