

# Jaydip Damor

## Senior WordPress Developer

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Satellite, Ahmedabad, Gujarat, IN

Senior WordPress Developer with 7+ years of experience building custom themes, plugins, and AI-powered WordPress solutions. Proven expertise in WooCommerce, Elementor, Gutenberg, REST API, and performance optimization. Successfully led development of multiple top-selling ThemeForest themes, contributing to 1,000+ global client projects. Strong background in SEO, scalability, and third-party API integrations. Active contributor to the WordPress community with plugins published on WordPress.org.

## Work Experience

### Senior WordPress Developer

Jun 2016 - Present

[LinkSture Technologies Pvt. Ltd](#) | A-318/319, Siddhi vinayak towers, Makarba, Ahmedabad, Gujarat

- Led end-to-end development of multipurpose WordPress themes on ThemeForest, used by 5,000+ global customers.
- Built and maintained custom Gutenberg blocks, Elementor widgets, and WooCommerce extensions.
- Delivered enterprise websites for industries including fashion, eCommerce, legal, and education.
- Implemented version control, and automated build processes, reducing deployment time by 30%.
- Optimized website performance, improving page speed scores by 40%.
- Mentored junior developers, ensuring code quality and adherence to WordPress standards.
- Advanced custom field management using ACF and ACF Pro.

### Junior WordPress Developer

Sep 2015 - Apr 2016

WebzLabz Technology Pvt. Ltd | Level Three-302, President Plaza, Thaltej, Ahmedabad, Gujarat

- Developed responsive WordPress websites across multiple domains (eCommerce, education, business).
- Supported senior developers in debugging and client delivery.

## Projects

### Crafto – AI-Powered Multipurpose WordPress Theme

Sep 2022 - May 2025

Lead Developer

- Delivered AI-driven customization theme with 52+ demos
- Achieved 600+ sales in 6 months

### Litho – Multipurpose Elementor WordPress Theme

Mar 2019 - Jun 2021

Lead Developer

- Built advanced Elementor widgets and 37+ pre-built demos
- Achieved 4,900+ sales in 4 years

### Hongo – WooCommerce WordPress Theme

Jan 2019 - Aug 2019

Senior WordPress Developer

- Developed a premium WooCommerce theme with focus on conversion optimization.

### Delivered Websites:

Jun 2016 - Present

Astaniwear, Torello, Smith Bros, Cistec, Jefferies Solicitors, and more at Portfolio: <https://thejaydip.github.io>

## Core Skills

**Frontend:** HTML5, CSS3, Bootstrap, JavaScript, React, jQuery

**Backend:** PHP, MySQL, WordPress, Redux, REST API, WooCommerce

**DevOps & Tools:** Git, SVN, Webpack, Gulp, Composer, NPM, CI/CD, Hosting & Migration

**Optimization & SEO:** WP Rocket, LiteSpeed, W3 Total Cache, Yoast SEO, RankMath, Performance Tuning

**Other Expertise:** AI Integration (OpenAI), Third-Party API Integration

## Education

Gujarat Technological University, Ahmedabad, Gujarat

Jan 2010 - Dec 2014

Bachelor of Engineering in Computer Science

## Languages

English, Hindi, Gujarati

## Certificates

Certified Training in Core PHP

Sep 2015

*Tops Technologies Pvt Ltd, Gandhinagar, Gujarat*

## Publications

Advance Block Extend (WordPress.org Plugin)

Dec 2018

Created and maintained a Gutenberg custom block;