Rashid Ahmed

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ABOUT ME

A highly skilled WordPress Developer with extensive experience in building and customizing WordPress websites. Proficient in using page builders like Elementor, WPBakery, and Divi, and specialized in WooCommerce, including product management, shipping setups, and payment gateway integrations. Skilled in theme customization and plugin development, I deliver tailored, responsive, and high-performance websites that provide seamless user experiences and meet unique client needs.

WordPress Frontend Development: Strong knowledge of HTML, CSS, and JavaScript, with hands-on experience using popular WordPress page builders like Elementor, WPBakery, and Divi. Skilled in creating responsive, user-friendly websites and custom WordPress theme templates that work seamlessly across all devices.

WordPress Theme & Plugin Development: Extensive experience in custom WordPress theme development, plugin creation, and theme customization, ensuring high standards of code quality, functionality, and performance tailored to client needs.

WordPress E-commerce Solutions: Expertise in building and customizing WooCommerce stores, including product management, checkout processes, and integrating secure payment gateways to create robust and scalable e-commerce websites.

WordPress API Integration: Skilled in integrating and consuming RESTful APIs within WordPress to extend functionality and enable seamless data exchange between the frontend and backend.

WordPress Database Management: Strong knowledge of MySQL and WordPress database management principles, ensuring efficient data storage, retrieval, and optimization to enhance website performance.

WORK EXPERIENCE

28/03/2022 – 26/03/2024 Lahore, Pakistan

WORDPRESS DEVELOPER REPORTEQ

Website Development and Customization
- Designed, developed, and maintained responsive WordPress websites tailored to client needs.
- Customized WordPress themes and plugins to enhance functionality and user experience.
- Created custom WordPress themes and plugins using PHP, HTML, CSS, JavaScript, and related frameworks.

Website Optimization and Maintenance
- Implemented best practices for website performance, speed, and security enhancements.
- Conducted routine updates, including WordPress core, plugin updates, and backups.
- Diagnosed and resolved technical issues to ensure seamless website operations.

E-Commerce and API Integration
- Set up and managed WooCommerce stores, including payment gateways, product catalogs, and checkout processes.
- Integrated third-party APIs to extend website functionality and provide enhanced user experiences.

Tech Stack
- PHP
- WordPress
- WordPress Plugin Development
- WordPress Customization
- JavaScript
- React.js
- jQuery
- HTML
- SCSS
- CSS
- Bootstrap

Projects

1. Balance Catamarans
Website: balancecatamarans.com
Developed a dynamic website for "Balance Catamarans," a brand dedicated to designing handcrafted performance catamarans for sailing enthusiasts. The platform showcases their innovative designs and serves as an informational hub for prospective buyers.

2. My Gova
Website: mygova.com
Created an educational platform offering free financial tools and interactive courses tailored for military families. The website also includes a scholarship section, providing valuable resources to users.

3. Farmers Pick
Website: farmerspick.com.au
Developed an e-commerce platform promoting the purchase of fruits and vegetables that don't meet supermarket beauty standards. The site offers multiple subscription box options, pantry items, and bargain deals.

4. Clarus Optical
Website: clarusoptical.com
Built an e-commerce website for Clarus Optical, featuring products such as eyewear and lenses. The platform highlights services like one-hour service for lenses, competitive pricing, and VSP insurance integration.

5. Halo Solar
Website: halosolar.com
Developed a platform for a community solar energy provider enabling users to transition to alternative energy without requiring solar panels. The site focuses on promoting clean energy and offers user-friendly navigation.

6. Middlehood TV
Website: middlehood.tv
Created a promotional website for a comedy-drama series, "Middlehood," which features an 8-episode first season showcasing the messy realities of midlife.

7. OMF Michiana
Website: omfmichiana.org
Built a nonprofit foundation website focused on promoting osteopathic medicine in the Michiana region. The platform highlights educational initiatives, grant programs, and community health projects.

8. Mechanic Finder
Website: mechanicfinder.com
Created a recruitment platform connecting employers with skilled mechanics. The site simplifies job postings and candidate matching for the automotive industry.

08/04/2024 – 10/02/2026 Islamabad, Pakistan
FRONTEND DEVELOPER TECRUX GLOBAL

Frontend Development: Design and develop user interfaces (UI) using HTML, CSS, SCSS, and JavaScript, ensuring responsive and dynamic websites. Implement interactive features and animations with JavaScript and jQuery.

WordPress Development: Expertise in developing websites using popular WordPress page builders like Elementor, WPBakery, and Divi. Skilled in customizing themes and creating custom WordPress themes and plugins to meet client-specific requirements.

Frontend Frameworks: Experience working with **React** to build dynamic and scalable web applications. Proficient in component-based architecture, state management, and routing to develop modern, interactive UIs. Skilled in building single-page applications (SPAs) using **React**, with experience creating reusable components and custom React templates.

Projects

1. Egypt Destinations
Website: egyptdestinations.net

Developed a travel platform showcasing Egypt's landscapes and cultural heritage. The website highlights unique travel experiences, emphasizing quality, nature, and community engagement.

2. Human Focus
Website: humanfocus.co.uk
Designed and developed a WordPress-based web application to sell health and safety courses. Integrated WooCommerce functionality to facilitate course purchases and user enrollments.

3. Dynatrade Auto Service
Website: dynatrade-uae.com
Developed a comprehensive website for Dynatrade, the largest multibrand car service network in the UAE. The site showcases their services and provides essential information for customers across multiple locations.

4. Digital Marketing Mix
Website: digitalmarketingmix.me
Created a dynamic website for Digital Marketing Mix, a full-scope digital marketing agency. The platform offers integrated solutions for multilingual search and display campaigns and focuses on enhancing digital presence for brands.

5. A2 Painters
Website: a2painters.com
Built a modern, user-friendly website for A2 Painters, specializing in painting and renovation services. The site highlights their craftsmanship and provides detailed information on their offerings.

6. AMLASS Service
Website: amlasservice.com
Developed a professional website for AMLASS Service, a leader in anti-money laundering (AML) compliance software. The platform showcases their solutions and provides a user-friendly interface for exploring their services.

EDUCATION AND TRAINING

29/09/2014 – 12/06/2018 Rawalpindi, Pakistan
BACHELOR OF SCIENCE IN COMPUTER SCIENCE University Institute of Information Technology - PMAS Arid Agriculture University

Website https://www.uaar.edu.pk/index.php

LANGUAGE SKILLS

Mother tongue(s): **PANJABI; PUNJABI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
URDU	C2	C2	C2	C2	B2
ENGLISH	B1	B1	A2	A2	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

HTML 5 | CSS3 | PHP | JavaScript - JQuery| Wordpress Page Builders | WordPress Plugin Development | Custom Wordpress Theme Development | WordPress Customization | Woocommerce | Databases | Integrating Payment Gateways | Postman | Git

HOBBIES AND INTERESTS

HOBBIES AND INTERESTS

Exploring Technology

- Stay updated on the latest technology trends
- Continuously expand knowledge of my tech stack
- Keen interest in AI advancements and enhancements

Outdoor Sports

- Active in sports such as cricket and table tennis

Tourism & Hiking

- Love exploring new cultures and meeting new people
- Enjoy hiking and experiencing the natural beauty of mountains and greenery