

FAIZAN ALI

Web Developer | WordPress, WooCommerce & Shopify Specialist

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PROFESSIONAL SUMMARY

Web Developer with 4+ years of experience building production websites and web applications using PHP, JavaScript, and REST APIs, with deep specialization in WordPress, WooCommerce, and Shopify. Experience extends beyond CMS work to standalone applications (Vue.js, Nest.js) with real-time functionality and payment integrations. Skilled at converting Figma, PSD, and XD designs into pixel-perfect, responsive, cross-browser builds, and at working confidently within existing codebases. Comfortable owning projects end-to-end, from design handoff through staging, deployment, and post-launch support.

TECHNICAL SKILLS

Frontend: HTML5, CSS3, JavaScript, jQuery, Responsive Design, Mobile-First Development, Cross-Browser Compatibility

APIs & Integrations: REST APIs, Payment Gateway Integration, Third-Party Integrations

Backend: PHP, MySQL

CMS & E-commerce: WordPress, WooCommerce, Elementor, WPBakery, Gutenberg

WordPress Development: Custom Themes, Custom Plugins, WordPress Hooks/Actions/Filters, Advanced Custom Fields (ACF), Custom Post Types

Shopify: Shopify, Liquid, Custom Theme Development

Performance & SEO: Core Web Vitals, Page Speed Optimization, Caching, Image Optimization, Technical SEO, Google Search Console

Design-to-Build: Figma, PSD, and XD to responsive WordPress conversion

Tools & Deployment: Git, SSH, cPanel, Staging Environments, Backups, Deployment, Website Security

WORK EXPERIENCE

WordPress Developer | Khired Networks, Phase 6 DHA, Lahore

Dec 2021 – Present

- Develop, customize, and maintain production WordPress websites end-to-end using PHP, custom themes, and page builders (Elementor, WPBakery, Gutenberg), working confidently within existing client codebases.
- Convert Figma, PSD, and XD design mockups into pixel-perfect, responsive, cross-browser compatible pages, maintaining consistent UI/UX and interaction states across desktop, tablet, and mobile.
- Build custom WordPress plugins and theme functionality using WordPress hooks, actions, and filters to extend CMS capabilities for client-specific requirements.
- Implement and manage Advanced Custom Fields (ACF), custom post types, and reusable dynamic components to support flexible, editor-friendly content structures.
- Optimize website performance and Core Web Vitals through page speed improvements, image/asset optimization, and caching.
- Apply technical SEO best practices to improve organic search visibility and traffic across client sites.
- Build and customize WooCommerce stores and Shopify storefronts, including Liquid templating, REST API integrations, and payment gateway integrations.
- Manage hosting, staging, and deployment workflows, including cPanel administration, SSH access, backups, and safe production releases.
- Maintain site health and security by following internal SOPs for WordPress core and plugin updates.
- Use Git for version control and collaborate directly with clients and cross-functional remote teams, including UAE-based clients, to deliver production-ready solutions on schedule.

KEY PROJECTS

Padel Café Booking System | book.padelcafe.pk

Standalone court-booking application extending the main Padel Café WordPress site.

Key contribution: Built a custom booking system outside WordPress to handle real-time slot availability and payments, integrated via REST API with the main venue site — demonstrating full-stack development beyond WordPress/page builders.

Tech Stack: Vue.js, Nest.js, REST API, Payment Integration

Custom Varsity Jackets | customvarsityjackets.co.uk

UK-based e-commerce store built on Shopify for a custom apparel brand.

Key contribution: Built a custom Shopify theme with a product configurator using Liquid templating, integrated international payments, and optimized the storefront for mobile shoppers.

Tech Stack: Shopify, Liquid, HTML5, CSS3, JavaScript, Payment Integration

Padel Café | padelcafe.pk

Full-featured WordPress site for a padel courts and café venue.

Key contribution: Delivered online booking, payment integration, and custom UI components on top of WooCommerce and Elementor.

Tech Stack: WordPress, PHP, Elementor, WooCommerce, Payment Integration

KhiredKids | khiredkids.com

Children's education and activities platform.

Key contribution: Built a custom WooCommerce store with custom product pages, payment integration, and a responsive, engagement-optimized layout.

Tech Stack: WordPress, WooCommerce, PHP, HTML5, CSS3, JavaScript, Payment Integration

Restor Dental Clinic | visitrestor.com

Full WordPress build for an Islamabad dental clinic.

Key contribution: Hand-coded a custom hamburger mobile navigation (HTML widget + vanilla JS) inside a custom Elementor header to work around Elementor free-plan limitations, alongside service pages and an appointment booking flow.

Tech Stack: WordPress, Elementor, PHP, JavaScript, HTML5, CSS3

Different Calculators | differentcalculators.com

WordPress/Elementor content hub housing a suite of custom-built calculators.

Key contribution: Developed loan, mortgage, BMI, compound interest, and other calculators powered by handwritten JavaScript logic.

Tech Stack: WordPress, Elementor, Custom JavaScript, HTML5, CSS3, PHP

EDUCATION

Bachelor of Science — Information Technology

Virtual University of Pakistan, Lahore, Pakistan — Graduated Feb 2026