

ABRAR HUSSAIN

WordPress Developer

+92 340 4140992 | abrarhussain817@gmail.com



PROFESSIONAL SUMMARY

WordPress Developer with 6+ years of experience designing, developing, and maintaining responsive, user-friendly websites and WooCommerce stores. Skilled in WordPress customization, WooCommerce development, PSD/Figma to WordPress conversion, performance optimization, SEO best practices, and third-party integrations. Experienced in delivering clean, scalable, and conversion-focused WordPress solutions while managing client communication, troubleshooting, and website maintenance.

TECHNICAL SKILLS

- WordPress Development
- WordPress Theme Customization
- PSD/Figma to WordPress
- Technical SEO Fixes
- Google Analytics & Search Console
- Cloudflare CDN & Security Setup
- WordPress Plugin Setup
- Website Customization
- Page Speed Optimization
- Third-party Integrations
- DNS Configuration & Management
- Domain & Nameserver Configuration
- WooCommerce Customization
- Responsive Design
- On-page SEO Optimization
- Image Optimization & Lazy Loading
- Email Setup (SMTP, SPF, DKIM)

PROFESSIONAL EXPERIENCE

Senior WordPress Developer | Vise Tech Aug 2021 - Present

- Supervised a team of WordPress developers, managing project workflows, task allocation, and delivery timelines.
- Developed and customized responsive WordPress websites and WooCommerce stores based on client requirements.
- Customized WordPress themes, templates, custom sections, landing pages, navigation, forms, and front-end layouts using HTML, CSS, JavaScript, and PHP.
- Collaborated with UI/UX designers, SEO experts, and content teams to deliver SEO-optimized, mobile-responsive websites.
- Managed full website deployment, including migration, hosting configuration, performance optimization, and live launch support.
- Implemented on-page SEO, schema improvements, speed optimization, and technical fixes to improve search visibility and user experience.
- Managed client communication, gathered requirements, translated needs into technical specifications, and mentored junior developers.

WordPress Developer | Neurol Tech Sep 2019 - Jul 2021

- Developed custom WordPress websites based on project requirements and client goals.
- Converted PSD designs into responsive, SEO-friendly WordPress websites with clean front-end layouts.
- Maintained and optimized WordPress websites for performance, speed, security, and cross-browser compatibility.
- Managed website content updates, backups, troubleshooting, and plugin/theme maintenance.
- Supported WooCommerce product updates, product page adjustments, catalog changes, and store layout improvements when required.

Junior WordPress Developer | Websol June 2018 - Dec 2018

- Assisted in developing and customizing WordPress websites under senior developer guidance.
- Supported maintenance and updates for existing WordPress websites.
- Participated in code reviews and team meetings to improve technical skills and workflow understanding.
- Learned and applied WordPress development, security, and performance best practices.

EDUCATION

Bachelor of Science in Information Technology - University of Sargodha | March 2015 - Oct 2019

Diploma of Associate Engineering in Civil - Quaid-e-Azam College of Engineering & Technology | July 2011 - April 2014

RECENT PROJECTS

- <https://madensinc.com/>
- <https://falconinspections.net/>
- <https://fastrakconnect.com/>
- <https://modenocleaners.com/>
- <https://cahsinc.org/>
- <https://tricellmed.com/>
- <https://sscc-us.com/>
- <https://carkeyhero.co.uk/>
- <https://regalvehicledetailing.co.uk/>
- <https://gracecdcfloida.org/>
- <https://fastrakenterprise.com/>
- <https://tchen-motors.com/>
- <https://resourcesquare.co.uk/>
- <https://santericoffee.com/>
- <https://worldgatefm.com/>
- <https://manchestercarpetscleaning.com/>
- <https://atyours.co.uk/>

SELECTED CAPABILITIES

WordPress Development

Theme customization, page builder layouts, custom sections, template edits, landing pages, plugin setup/configuration, migrations, and ongoing website maintenance.

WooCommerce Support

WooCommerce product setup, catalog updates, checkout support, shipping/payment configuration, and conversion-focused improvements.

Performance & SEO

Page speed optimization, image compression, lazy loading, technical SEO fixes, on-page SEO, schema setup, and analytics support.

Hosting & Maintenance

DNS, Cloudflare, email records, website migration, backups, plugin/theme updates, security checks, and troubleshooting.