

Muqaddas Ali

WordPress Developer & Web Designer

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PROFESSIONAL SUMMARY

Dedicated and results-driven WordPress Developer and Web Designer with 4+ years of hands-on experience building and delivering professional websites for clients across the United Kingdom, United States, and Pakistan. Specialises in custom WordPress theme and plugin development, Elementor Pro, WooCommerce e-commerce, and full UI/UX design using Figma and Webflow. Has independently managed and delivered 12+ live websites across e-commerce, edtech, digital agencies, automotive, and local business sectors — handling every stage from initial client consultation and design through to live deployment and post-launch support. Known for clean, fast-loading, fully responsive, and SEO-optimised websites that meet real business goals. Comfortable managing international clients, multiple simultaneous projects, and consistently delivering on time.

CORE TECHNICAL SKILLS

WordPress Development

CMS & Themes: WordPress, Custom Theme Development, Child Themes, Template Hierarchy, Theme Customiser

Page Builders: Elementor Pro (Expert), Divi, WPBakery — pixel-perfect layouts, animations, custom sections

E-Commerce: WooCommerce — product setup, payment gateways, shipping, custom checkout, order management

Custom Fields: Advanced Custom Fields (ACF) — field groups, repeaters, flexible content, relationships

Plugins: Custom Plugin Development (basic–intermediate), Hooks, Filters, Actions, Shortcodes

Backend: PHP (intermediate), MySQL basics, cPanel, web hosting configuration

Frontend: HTML5, CSS3, Sass, Responsive Design, Mobile-First, Cross-browser Compatibility

APIs: WordPress REST API (basic usage and integration)

Design & No-Code Platforms

UI/UX Design: Figma — wireframes, prototypes, high-fidelity UI design, developer handoff

No-Code: Webflow — full site builds, CMS collections, interactions

Platforms: Wix (advanced), Shopify (theme customisation, product setup, store launch)

Performance, SEO & Tools

Performance: Speed optimisation (40%+ improvements), WebP/AVIF images, lazy loading, caching plugins

SEO: On-page SEO, Yoast & RankMath, SEO-friendly URLs, schema markup

Local SEO: Google My Business (GMB) setup, optimisation, and listing management

Dev Tools: Git & GitHub (basics), VS Code, Local by Flywheel, XAMPP

Security: SSL setup, WordPress hardening, security plugins, automated backups

Soft Skills: Client Communication, Project Management, QA Testing, Post-launch Support

PROFESSIONAL EXPERIENCE

WordPress Developer | Awesome Technologies — Karachi, Pakistan *2025 – Present*

- Build and maintain professional WordPress websites for a diverse client portfolio using Elementor Pro and WooCommerce
- Customise WordPress themes and plugin functionality to match precise client design briefs and business requirements
- Translate Figma designs into pixel-perfect, fully functional WordPress websites
- Improve website performance, page speed, mobile responsiveness, and on-page SEO across all active projects
- Collaborate with design and marketing teams to deliver complete website solutions on schedule
- Manage multiple concurrent projects — handling client communication, development, QA, and live deployment
- Provide post-launch support including updates, bug fixes, content changes, and performance monitoring

Freelance WordPress Developer & Web Designer | Self-Employed — Remote (UK, USA, Pakistan) *2021 – Present*

- Independently delivered 12+ live website projects across e-commerce, edtech, digital agencies, automotive, and local businesses
- Built complete WooCommerce stores with custom product configs, payment gateways, and advanced checkout flows
- Developed custom WordPress plugins for specific client needs — form logic, data handling, and admin functionality
- Used Advanced Custom Fields (ACF) to build flexible content management systems tailored to each client's workflow
- Designed complete UI/UX in Figma before development — delivering modern, branded, user-friendly experiences
- Built and delivered projects on Webflow, Wix, and Shopify — advising clients on the best platform for their needs
- Delivered on-page SEO campaigns and Google My Business optimisation for UK-based clients
- Managed international client relationships across three countries with clear communication and reliable delivery
- Handled full project lifecycle: scoping, design, development, QA testing, deployment, and client handover

PORTFOLIO — SELECTED LIVE PROJECTS

WordPress & WooCommerce

- [aaapak.com](#) — WooCommerce store with custom plugin, ACF integration & advanced form fields

- instructo.us — Premium edtech platform; one of the most design-focused builds in the portfolio
- onelinkstudyabroad.com — Study abroad consultancy with ACF-powered university finder
- aingenx.com — Full Learning Management System (LMS) built on WordPress
- alienterprisescorlan.com — Local business WordPress website

International & Agency Work

- digitalguys.uk — Website built for a UK-based international digital agency
- macguys.co.uk — UK client: on-page SEO campaign, speed optimisation & GMB listing

Wix & Other Platforms

- stellarmotors.com — Automotive business website built on Wix
- ssandco.co — Professional services website built on Wix

E D U C A T I O N

Bachelor of Business Administration (BBA)

Virtual University of Pakistan

Intermediate — F.A.

Gulshan College, Karachi

C E R T I F I C A T I O N S

- Become a WordPress Developer: Unlocking Power With Code — Udemy (Brad Schiff) — 46 hours
- Complete Web Design: from Figma to Webflow to Freelancing — Udemy (Vako Shvili) — 21.5 hours

A D D I T I O N A L I N F O R M A T I O N

Languages: Urdu (Native), English (Professional working proficiency)

Work Style: Remote-ready, self-managed, deadline-driven, client-focused

Availability: Open to full-time, part-time, and freelance opportunities

Industries: E-Commerce, Edtech, Digital Marketing, Automotive, Professional Services
