

MUQADDAS ALI

WORDPRESS | WOOCOMMERCE | WEBFLOW DEVELOPER

Karachi, Pakistan | Open to remote roles | +92 332 3618074 | muqaddasali056@gmail.com

Portfolio: muqaddasali.com | LinkedIn: linkedin.com/in/muqaddas-ali786

PROFESSIONAL PROFILE

Web developer with agency and freelance experience delivering responsive WordPress, WooCommerce, and Webflow websites for clients in the United States, United Kingdom, and Pakistan. Combines Figma-to-build implementation, custom WordPress functionality, e-commerce flows, performance optimization, SEO, and conversion tracking. Uses ChatGPT, Claude, and Cursor to accelerate development while personally implementing, testing, and quality-checking the final delivery.

CORE SKILLS

WORDPRESS & E-COMMERCE WordPress, WooCommerce, Elementor Pro, ACF, child themes, custom plugins, hooks, filters, shortcodes, payment and checkout flows

DEVELOPMENT PHP, MySQL, JavaScript, HTML5, CSS3, Sass, REST API fundamentals, responsive and mobile-first development

DESIGN & DELIVERY Figma, Webflow, Shopify, Wix, UI/UX implementation, cPanel, hosting, Git and GitHub, deployment, QA

GROWTH & AI WORKFLOW Technical SEO, on-page SEO, page-speed optimization, GA4, GTM, Meta Pixel, ChatGPT, Claude, Cursor, AI-assisted debugging and code review

PROFESSIONAL EXPERIENCE

WordPress Developer | DevFlock Pvt Ltd, Karachi | **Jun 2026 - Present**

- Built and launched client WordPress websites in an agency environment, owning responsive implementation, technical fixes, testing, launch support, and final QA.
- Built AZ86 for a United States operations consultant using an AI-assisted workflow with ChatGPT, Claude, and Cursor; delivered the WordPress build, service pages, navigation, CTAs, case studies, and responsive QA.
- Delivered live work for Wild Heart Wellness, Peace Post donation flows, LMS projects, and custom WordPress functionality.

WordPress Developer | Awesome Technologies, Karachi | **2025 - 2026**

- Converted Figma designs into responsive WordPress and WooCommerce websites using Elementor Pro, PHP, ACF, and custom functionality.
- Improved selected project page speeds by 40%+ and implemented SEO, GA4, GTM, Meta Pixel, lead forms, and Google Business Profile work for international clients.

Independent Web Developer | Remote clients | **2021 - Present**

- Delivered 14+ websites across healthcare, e-commerce, edtech, non-profit, automotive, and local-business sectors, managing development, QA, deployment, and handover.
- Built custom quote and form workflows, WooCommerce payment integrations, ACF content systems, and projects on Webflow, Shopify, and Wix.

MUQADDAS ALI

COMPLETE PORTFOLIO PROJECT DIRECTORY

All sites below appear in the public portfolio at muqaddasali.com/portfolio. AZ86 is included as a current agency project.

WORDPRESS AND ECOMMERCE

AAA Pakistan aaapak.com WooCommerce catalogue, custom plugin development, ACF, and advanced forms.

Peace Post peacepost.digilord.co WooCommerce donation platform with payment processing and a tailored checkout flow.

Instructo instructo.us Premium WordPress and Elementor edtech platform.

One Link Study Abroad onelinkstudyabroad.com WordPress and ACF university finder for a study-abroad consultancy.

Aingenx aingenx.com WordPress learning-management system with courses, enrollment, and progress tracking.

Lean Six Sigma Academy lean6sigma.academy WordPress and Elementor training and certification platform.

BUSINESS AND SERVICE WEBSITES

AZ86 Operations Consulting az86.digilord.co Complete WordPress site for a US operations consultancy: service pages, navigation, CTAs, case studies, and QA.

Wild Heart Wellness wildheartwellness.com Healthcare and wellness WordPress platform with custom functionality.

Ali Enterprise Corian alienterprisescorian.com Responsive local-business WordPress site with on-page SEO.

Cannault cannault.org Custom responsive WordPress website design and development.

FFL Assist ffl-assist.com Custom responsive WordPress website design and development.

Ann L Johnson annljohnson.digilord.co Custom responsive WordPress website design and development.

WIX AND SEO

Stellaro Motors stellaromotors.com Wix automotive-business website with a modern responsive design.

SS and Co ssandco.co Responsive Wix professional-services website.

Mac Guys macguys.co.uk UK local SEO, page-speed optimization, and Google Business Profile work.

NOTABLE RESULTS

- AAA Pakistan: 250+ product WooCommerce catalogue with custom quote functionality and ACF-powered management.
- Mac Guys UK: increased top-10 keywords from 5 to 27 and improved speed from 62 to 100.

EDUCATION AND CERTIFICATIONS

Bachelor of Business Administration, Virtual University of Pakistan | Become a WordPress Developer: Unlocking Power With Code, Udemy | Complete Web Design: Figma to Webflow to Freelancing, Udemy | English: Professional working proficiency