

Muqaddas Ali

WordPress Developer | Web Designer | SEO & Conversion Tracking

Karachi, Pakistan (open to remote) | +92 332 3618074 | muqaddasali056@gmail.com | muqaddasali.com

PROFESSIONAL SUMMARY

WordPress developer with agency experience taking client websites from Figma design to launch. Delivered **16+ live websites** for clients in the UK, USA and Pakistan, combining custom plugin development, WooCommerce, SEO and conversion tracking. Builds booking, pricing and donation systems that clients run without developer support. Seeking a full-time role where design, development and measurable results meet.

SKILLS

WordPress Custom Plugin Development | PHP | MySQL | JavaScript | HTML5 & CSS3 | WooCommerce | Advanced Custom Fields (ACF) | Elementor Pro | Figma UI/UX Design | Responsive Design | Technical & On-Page SEO | Page Speed Optimisation | Google Analytics 4 (GA4) | Google Tag Manager (GTM) | Git & GitHub

WORK EXPERIENCE

WordPress Developer | DevFlock Pvt. Ltd., Karachi

Jun 2026 – Present

- Delivered live client websites on tight concurrent agency deadlines in partnership with a senior developer
- Launched **wildheartwellness.com**, a functional medicine platform with custom functionality
- Engineered a WooCommerce donation platform with a custom checkout flow (**peacepost.digilord.co**) and built an Elementor Pro learning platform
- Developed custom plugins powering bespoke features on **lean6sigma.academy** and other client projects

WordPress Developer | Awesome Technologies, Karachi

2024 – 2026

- Delivered 15+ live projects end to end, owning scoping, Figma UI/UX, development, QA, deployment and client handover
- Built **brilliantmaids.com** for a New Jersey cleaning company and engineered custom plugins for instant pricing and online booking
- Created custom plugins for form logic, data handling and admin tools, and ACF-driven CMS setups that let clients update content without a developer
- Launched WooCommerce stores with custom product configurations, integrated payment gateways and advanced checkout flows
- Cut page load times by 40%+ through speed optimisation and ran on-page SEO and Google Business Profile campaigns for UK clients
- Implemented GA4, GTM and Meta Pixel tracking for client lead-generation and ad campaigns
- Recommended the best-fit platform per client and delivered projects on Webflow, Wix and Shopify

KEY PROJECTS

- brilliantmaids.com**: instant pricing and booking system built on custom plugins
- aaapak.com**: WooCommerce store with custom plugin and ACF
- instructo.us** and **aingenx.com**: education and learning platforms on WordPress
- macguys.co.uk** and **digitalguys.uk**: UK business sites with SEO, speed optimisation and Google Business Profile
- onelinkstudyabroad.com**: ACF-powered university finder
- Also: **cannsult.org**, **ffl-assist.com**, **stellaromotors.com**. Full portfolio: muqaddasali.com

EDUCATION & CERTIFICATIONS

BBA, Virtual University of Pakistan

Intermediate, Gulshan College, Karachi

Become a WordPress Developer: Unlocking Power With Code, Udemy (46 hrs)

Complete Web Design: Figma to Webflow to Freelancing, Udemy (21.5 hrs)

LANGUAGES

English (professional working), Urdu (native)