Saqib Saeed | Web Developer

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PROFILE SUMMARY

A versatile web developer with expertise in PHP, JavaScript, React, and HTML/CSS, specializing in platforms like WordPress, Shopify, and Webflow. Skilled at creating visually appealing websites with user-friendly interfaces, optimizing functionality, and integrating APIs. Recognized for providing excellent technical support and staying current with industry trends to deliver innovative and effective solutions.

WORK EXPERIENCE

Thrive Internet Marketing, *Web Developer*   Mar 2019 - Nov 2024

- Custom Web Development:
    - Developed custom web solutions using PHP, JavaScript, jQuery, HTML/CSS, ensuring high-quality functionality and seamless UX.
    - Developed and customized WordPress, Shopify, Webflow, Squarespace, GoHighLevel, ClickFunnels, and UnBounce websites to meet specific client needs.
- API Integrations & Enhancements:
    - Integrated advanced APIs, including PayPal, Stripe, Razorpay, Authorize.Net, etc., UPS, FedEx, DHL, USPS, etc., MailChimp, SendGrid, HubSpot, Constant Contact, ActiveCampaign, etc., to enhance functionality, automate workflows, and improve business processes.
    - Developed custom API endpoints and implemented real-time data synchronization across platforms.
    - Integrated features like social logins, live chat support, and analytics tools to optimize user engagement and website performance.
- Frontend Development & Page Builders:
    - Created responsive, user-friendly websites with page builders such as Elementor, BreakDance, Beaver Builder, Divi, WPBakery, Oxygen Builder, and Brizy.
- WordPress Theme & Plugin Development:
    - Developed custom WordPress themes from scratch and modified existing ones to ensure responsiveness and high performance.
    - Optimized website performance, including Core Web Vitals and speed improvements.
    - Built and customized WordPress plugins to extend functionality, integrate third-party services, and enhance user experience.
    - Ensured security and performed regular maintenance.
- E-commerce Development:
    - Designed Shopify e-commerce sites, including custom themes, app integrations, and full store setups (payment gateways, inventory, etc.).
    - Developed WooCommerce stores with customized functionality to meet business requirements, including product management, tax settings, and payment gateway integrations.
- WPML & Multisite Implementation:
    - Worked with WPML to create and manage multilingual WordPress sites, ensuring content translation and proper localization for global audiences.
    - Implemented WordPress Multisite networks, allowing for multiple sites under a single WordPress installation, ideal for managing various clients or regional versions of the website.
- Client Support & Troubleshooting:

- - Provided technical support and troubleshooting, resolving client issues promptly for smooth website operation.
    - Managed support tickets and resolved inquiries to maintain high customer satisfaction.
    - Created client tutorials and guides for easy website feature usage.
- Collaborative Development & Features:
    - Developed new features and functions to enhance user experience, working with product managers and clients.
    - Collaborated in design meetings to align website aesthetics with business goals and user needs.
- Version Control & Project Management:
    - Used Git for version control, enabling smooth collaboration and project management.
- Leadership & Team Collaboration:
    - Led and mentored junior developers, providing guidance on best practices and project solutions.
    - Coordinated tasks and managed development timelines to ensure timely delivery of projects.
- Client Interaction & Communication:
    - Actively engaged with clients to gather requirements, provide progress updates, and ensure satisfaction with the final product.
    - Managed client expectations and offered technical explanations to non-technical stakeholders.
- Resource & Risk Management:
    - Managed project resources efficiently, ensuring the right team members were allocated based on skill and availability.
    - Identified potential risks in project timelines or scope and proactively developed strategies to mitigate them.
- Quality Assurance & Best Practices:
    - Ensured the implementation of QA best practices, including unit testing, code reviews, and adhering to coding standards.
    - Conducted thorough testing to ensure cross-browser and cross-device compatibility.

Avalaunch Media, *Front End Developer [Contractor/Part-Time]*   Dec 2021 - Nov 2024

- Technical Expertise & Development:
    - Utilized expertise in front-end technologies (HTML, CSS, JavaScript) and back-end frameworks (WordPress, PHP, MySQL) to deliver high-quality projects.
    - Designed UI mockups and prototypes, translating complex ideas into functional WordPress solutions.
    - Integrated third-party APIs to expand functionality and streamline workflows, such as payment gateways and CRM integrations.
    - Implemented custom features, API integrations, and responsive designs to enhance functionality and usability.
    - Created reusable code components to streamline development and reduce turnaround times.
    - Used Git for version control, enabling smooth collaboration and project management.
    - Worked with WordPress plugins like Advanced Custom Fields (ACF), WPML, WooCommerce, and Elementor to enhance site functionality.
    - Built custom WordPress themes and templates, ensuring they were optimized for performance and SEO.
    - Utilized MySQL for database management and query optimization.
- Collaboration & Stakeholder Engagement:
    - Collaborated with UX designers and stakeholders to align projects with user and business goals.

- Worked with SEO teams to improve site visibility, speed, and accessibility, increasing organic traffic by up to 40% on key projects.
- Ensured seamless project delivery by managing the full development lifecycle and adapting to feedback.
- Communicated regularly with clients and stakeholders to manage expectations, adjust project scope, and ensure satisfaction.
- Led client meetings and provided project updates, fostering strong relationships and gaining repeat business.

- User Experience & Site Optimization:
    - Improved user experience by refining layouts and optimizing site performance using Core Web Vitals and Google Lighthouse.
    - Managed data migration and platform upgrades while ensuring system stability and data integrity.
    - Focused on responsive design to ensure sites were optimized for all device types, resulting in a 25% increase in mobile user engagement.
    - Conducted performance audits and implemented optimizations to increase site speed, reducing load times by up to 50%.
    - Applied Google Tag Manager and Google Analytics for tracking and analyzing user behavior, which informed future optimization strategies.

- Maintenance & Support:
    - Provided ongoing site maintenance and technical support post-launch, ensuring that sites remained up to date and functional.
    - Troubleshot and resolved technical issues in a timely manner, minimizing site downtime and improving site reliability.
    - Ensured security patches and updates were regularly applied to maintain system integrity and protect against vulnerabilities.
    - Supported clients with training and documentation for content management in WordPress.

- Project Outcomes & Success Metrics:
    - Delivered projects on time and within budget, consistently exceeding client expectations for quality and functionality.
    - Contributed to the growth of clients' businesses through improved online presence and enhanced functionality, leading to increased conversions and customer satisfaction.
    - Successfully scaled websites for higher traffic volumes, improving site stability and speed during traffic spikes (e.g., during product launches or marketing campaigns).

Just Digital Inc, *Full Stack Developer [Part-Time]*   Nov 2022 – Oct 2023

- Go High Level (GHL) & ClickFunnels:
    - Integrated CRM functionalities, sales funnels, and automated workflows for seamless marketing and customer engagement.
    - Set up and managed email and SMS campaigns, increasing lead conversion rates.
    - Managed client accounts, ensuring smooth data migration and synchronization with other platforms.
    - Designed and optimized high-converting landing pages and sales funnels for various clients.
    - Implemented automation features, reducing manual tasks and improving overall workflow efficiency.
    - Integrated payment gateways and third-party tools.
- WordPress:
    - Developed and customized WordPress themes and plugins to meet specific client requirements.
    - Implemented child themes to ensure future-proofing and easy updates without losing customizations.
    - Set up WooCommerce-based online stores with payment gateway integrations, product catalogs, and shipping options.

- Customized WooCommerce checkout flows, product pages, and cart functionalities to optimize user experience and sales.
- Integrated third-party APIs for inventory management and fulfillment, ensuring real-time product and order updates.
- Designed highly interactive, responsive, and user-friendly pages using popular page builders like Elementor, BreakDance, WPBakery, and BeaverBuilder.
- Ensured website performance, security, and regular backups through various optimization and protection techniques.
- Developed and managed custom post types and taxonomies to create dynamic, content-rich websites tailored to client needs.
- Optimized WordPress websites for better loading speed by implementing caching, image optimization, and minifying CSS/JS files.
- Leveraged performance tools like WP Rocket, Autoptimize, and GTmetrix for ongoing performance monitoring and improvements.
- Designed custom admin interfaces for easy content management by clients.

- Shopify:
  - Built and customized eCommerce stores, integrating payment systems and product management tools.
  - Set up inventory management systems, ensuring smooth and automated order processing.
  - Implemented SEO best practices to improve search engine rankings and increase traffic.
- Webflow:
  - Designed and developed responsive websites using Webflow, ensuring user-friendly design and optimized performance.
  - Collaborated with clients to tailor designs, ensuring the end product aligned with their brand identity.
  - Integrated Webflow with other platforms and tools to enhance functionality.
- Zapier:
  - Automated business processes by integrating third-party applications (e.g., Google Sheets, Slack, Mailchimp) to streamline workflows.
  - Created custom Zaps to enhance team collaboration and reduce manual effort in data entry and transfer.
- Custom API Integrations:
  - Developed and implemented custom API integrations to connect third-party services, ensuring smooth data flow across platforms.
  - Managed error handling and optimized API requests to ensure system stability and efficiency.
- Domain/Server-Level Work:
  - Managed DNS configurations, domain registrations, and server configurations (cPanel, Plesk) for seamless website deployment and operation.
  - Worked on website migrations, ensuring zero downtime and proper domain pointing.
- Backup and Security:
  - Set up automated backups and regular restore testing to safeguard critical business data.
  - Implemented security protocols and tools (SSL certificates, firewalls, etc.) to protect client websites from cyber threats.
  - Conducted security audits and regular maintenance tasks to ensure website integrity.

Swytch Internet Marketing, *Web Developer – Team Lead*   May 2012 - Oct 2019

- Team Leadership & Project Oversight:
  - Led a team of developers, guiding them through technical challenges and ensuring high-quality code delivery.
  - Assigned tasks based on team members' strengths and project needs, optimizing productivity and project flow.
  - Conducted code reviews and provided constructive feedback to team members to ensure best practices were followed.

- Collaboration & Communication:
  - Acted as the main point of contact between the development team and other departments (design, marketing, management) to ensure project alignment.
  - Facilitated regular team meetings to discuss project progress, resolve issues, and set goals.
  - Fostered a collaborative team environment, promoting open communication and sharing of ideas.
- Mentorship & Training:
  - Mentored junior developers, offering guidance and training to improve their skills and career growth.
  - Conducted workshops and knowledge-sharing sessions to improve team efficiency and enhance technical expertise.
- Project Management & Delivery:
  - Managed project timelines and resource allocation to ensure deadlines were met.
  - Coordinated the release of project milestones, ensuring deliverables were completed on time and within scope.
  - Worked with stakeholders to refine project requirements and ensure client expectations were met.
- Website Development:
  - Designed, developed, and maintained dynamic websites using HTML, CSS, JavaScript, and PHP.
  - Built custom WordPress themes and plugins, ensuring scalability and flexibility.
  - Utilized page builders like Elementor, Beaver Builder, and WP Bakery for creating responsive and visually appealing layouts.
- Custom Feature Development:
  - Developed custom features and functionality for websites using PHP and JavaScript.
  - Integrated third-party APIs and external services for extended functionality, such as payment gateways, social media feeds, and more.
  - Implemented complex data handling and dynamic content management systems with custom post types and taxonomies.
- E-Commerce Solutions:
  - Integrated WooCommerce, Shopify, and other e-commerce platforms to set up online stores, manage product inventories, and process orders.
  - Implemented various payment gateways (Stripe, PayPal) and shipping methods for seamless e-commerce transactions.
  - Developed product pages, cart systems, and checkout flows to optimize user experience and conversion rates.
- Database Management:
  - Designed, developed, and managed MySQL databases, ensuring smooth data storage, retrieval, and scalability.
  - Optimized database queries for improved performance and reduced load times.
- Responsive Web Design:
  - Created mobile-friendly websites with a focus on responsive design using CSS media queries and mobile-first design principles.
  - Ensured websites provided optimal viewing experiences across multiple devices and screen sizes.
- Site Performance Optimization:
  - Used performance optimization techniques such as image compression, caching strategies, and minification of CSS/JS files.
  - Conducted website speed audits and implemented recommendations to improve loading times and performance scores.
- SEO & Accessibility:
  - Applied on-page SEO best practices, including optimizing meta tags, headers, URLs, and image alt attributes.
  - Ensured websites adhered to WCAG accessibility standards to provide an inclusive experience for all users.

- Multilingual Websites:
    - Built and maintained multilingual websites using WPML, Polylang, and other localization tools to reach global audiences.
    - Translated content and ensured seamless content flow across different languages.
- Security & Maintenance:
    - Regularly updated websites, plugins, and themes to prevent security vulnerabilities.
    - Performed security audits and resolved issues related to cross-site scripting (XSS), SQL injection, and other common threats.
    - Provided ongoing support and maintenance for clients, ensuring website uptime and functionality.
- Version Control & Deployment:
    - Managed version control using Git, ensuring smooth collaboration with other developers.
    - Deployed websites using tools like DeployHQ and performed backups before updates and changes.
- Cross-Browser Compatibility:
    - Ensured websites were fully functional and consistent across all major browsers (Chrome, Firefox, Safari, Edge, etc.).
    - Addressed browser-specific bugs and ensured optimal user experience across platforms.
- Project Collaboration & Management:
    - Worked closely with cross-functional teams (designers, content writers, and other developers) to deliver projects on time.
    - Used project management tools like Trello, Asana, and JIRA to track progress and meet deadlines.
- Client Communication & Customization:
    - Interfaced directly with clients to understand their business requirements and translate them into technical solutions.
    - Delivered personalized training for clients on how to manage and update their websites post-launch.
- Testing & Debugging:
    - Performed comprehensive testing (unit, functional, and user acceptance testing) to ensure code quality and website functionality.
    - Troubleshot and debugged issues, implementing fixes promptly to minimize downtime.
- Problem-Solving & Decision Making:
    - Handled escalated technical issues and provided solutions to complex development problems.
    - Made critical decisions regarding architecture, technology stack, and project direction to align with business goals.
- Quality Assurance & Best Practices:
    - Enforced adherence to coding standards, best practices, and security guidelines across the team.
    - Ensured quality assurance through rigorous testing, debugging, and optimization processes.
- Resource & Risk Management:
    - Managed resources effectively, ensuring optimal use of team members and technology.
    - Identified potential risks in projects, proposed mitigations, and ensured risk management strategies were in place.
- Client Interaction & Feedback Management:
    - Interacted directly with clients to understand their needs and provided technical solutions.
    - Collected client feedback, communicated it to the team, and implemented necessary changes to meet expectations.

Project World Impact (PWI), *Front End Developer [Contractor/Part-Time]*   Apr 2017 - Aug 2018

- Project Development:
    - Developed a variety of websites, including:

- eCommerce sites
- NGO websites
- Blogs and personal websites
- Informational and business websites
- Online community platforms
- Front-End Design & Maintenance:
    - Created, maintained, and modified front-end interfaces for web-based applications.
    - Collaborated with stakeholders to:
        - Improve user interface (UI) design
        - Enhance site layout and functionality
- Testing & Quality Assurance:
    - Performed regular testing on front-end components, including:
        - Usability testing
        - Speed optimization
    - Ensured accessibility across different platforms (mobile, desktop, tablets) to meet web standards.
- Additional Skills and Responsibilities:
    - Implemented responsive design practices for cross-device compatibility.
    - Optimized websites for performance and SEO.
    - Integrated third-party APIs and services for enhanced functionality.

PROJECT EXPERIENCE

ELAC.com   At Thrive Internet marketing
Lead Web Developer

Technologies: WordPress Multisite, WPML, ACF, WooCommerce, Shopify, Klarna Integration, Custom Theme Development, Git, Site Optimization

- Developed and managed a WordPress Multisite network with WPML integration for multilingual support, enabling seamless content translation across multiple sites.
- Created a custom skeleton theme tailored to client specifications, ensuring a scalable and efficient solution for the entire network.
- Integrated WooCommerce to handle e-commerce functionalities, including setting up a dynamic product mega menu to enhance user navigation and shopping experience.
- Implemented Shopify checkout and integrated Klarna payment gateway, offering customers a smooth and secure checkout process.
- Developed custom post types for easy content management across the sites.
- Optimized the website's performance through techniques like caching, image optimization, and server-side enhancements, improving load times and overall user experience.
- Selected and set up high-performance hosting to ensure reliability and scalability.
- Managed Git repositories for version control and streamlined deployment directly to the live server, improving development efficiency.

8020endurance.com   At Thrive Internet marketing
Lead Web Developer

Technologies: WPML, ACF, WooCommerce, Custom Post Types, Git, Hosting Optimization

- Developed a custom WordPress website utilizing WPML for multilingual support, Advanced Custom Fields (ACF) for dynamic content, and WooCommerce for product management.
- Designed and implemented custom post types and a custom skeleton theme to meet the client's specific requirements.
- Streamlined complex product structures by consolidating variable products into a single product card, enhancing the user experience.
- Integrated dynamic pricing functionality, pulling data from the client's CRM and performing real-time calculations based on ACF fields (such as custom number inputs).
- Displayed ACF fields dynamically, including buttons, labels, and input fields, to enhance the front-end design and interactivity.
- Optimized the site for speed and performance, ensuring fast load times and seamless user experience.
- Purchased and configured high-performance hosting to support high traffic and ensure uptime.
- Set up Git repositories for streamlined development and deployment, ensuring code stability and direct publishing to the live server.

TestSmartlyLabs.com   At Thrive Internet marketing
Lead Web Developer
Technologies: WPML, ACF, WooCommerce, Custom Post Types, Git, Hosting Optimization

- Developed a dynamic and feature-rich eCommerce website for Test Smartly Labs, utilizing WooCommerce for seamless product management and sales functionality.
- Integrated Amelia for booking and appointment management, allowing users to schedule tests and consultations online with automated confirmations and reminders.
- Implemented secure payment gateway integrations (Stripe) for smooth online transactions, ensuring both customer convenience and data security.
- Designed and customized the website's layout to match the branding, optimizing it for responsive use on desktops, tablets, and mobile devices.
- Added custom features to enhance user experience, including interactive forms, dynamic product filters, and real-time updates for service availability.
- Optimized the website for speed, performance, and SEO, ensuring fast load times and better search engine rankings.
- Ensured site scalability by using a reliable hosting solution to support future growth and high traffic volumes.

EDUCATION

COMSATS - Pakistan   Jun 2010
Bachelor's In Telecom & Networks

RELEVANT COURSEWORK

PHP, JavaScript, jQuery, HTML/CSS, WordPress, MySQL,

TECHNICAL SKILLS

Wordpress, Javascript, PHP, jQuery, XML, MySQL, HTML/CSS, Database Management, Social Media Management
Hosting Server Management, Adobe, Shopify, BaseCamp, JIRA, Asana, Slack, Trello, TeamWork, SEO.