

HAFEEZ UR REHMAN

Senior Full Stack Developer | Wordpress | PHP | Shopify | Webflow

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Technical Proficiencies

CMS & E-commerce: Wordpress, WooCommerce, Shopify, Shopify Liquid, Webflow

Backend: Wordpress, , PHP, REST APIs, MySQL

Frontend: HTML5, CSS3, Javascript, Jquery, Bootstrap, SASS, Responsive Design

Wordpress : Wordpress Page Builders(Elementor,Divi, Bricks etc)Custom theme development,plugin development, WooCommerce customization, ACF, APIs integrations,

Performance: Web Vitals, Lighthouse

Shopify: Theme development, Liquid templates, App integrations, Custom storefront

Tools: Docker, Git, GitHub Actions, Localwp, xamp, Hosting/ Server management

Professional Summary

Senior Full-Stack Developer with 5+ **years** of experience building scalable **web applications, e-commerce platforms, and custom solutions** using **WordPress, Shopify, and PHP**.

Expertise in developing high-performance **websites, custom themes/plugins, SaaS platforms, APIs, and third-party integrations**.

Proven ability to optimize performance, improve user experience, and deliver secure, maintainable solutions that drive business growth.

Professional Experience

Iplex (Pvt) Ltd.

July 2023 – Present

Senior Full Stack Developer | Team Lead

Key Achievements:

- **Scalable Solutions:** Delivered more than 20 custom web applications, SaaS platforms, enterprise websites, and eCommerce solutions using WordPress, Shopify, and PHP.
- **Lead:** Led development teams to successfully deliver projects with a **95%+ on-time delivery rate**.
- **Integrations:** Third-party API integrations, including payment gateways, CRMs, shipping, and ERP systems, automating key business workflows.
- **Performance:** Improved website performance by **40–60%** through code optimization, caching, database tuning, and Core Web Vitals enhancements. **<2s load benchmarks** (Lighthouse)

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scores >90).

- **Custom Development:** Engineered reusable themes, plugins, and modular components, reducing development time and improving long-term maintainability.
- **Client Success:** Successfully delivered projects for startups and enterprise clients with a 95%+ on-time delivery rate and high client satisfaction.

1011 Technologies (Pvt.) Ltd.

July 2022 – April 2023

Full Stack WordPress developer

Key Achievements:

- Built custom WordPress themes and plugins using PHP and Advanced Custom Fields (ACF).
- Developed reusable plugin architecture following WordPress coding standards.
- Integrated third-party APIs, payment gateways, and external services.
- Ensured SEO optimization, responsive layouts, and cross-browser compatibility.
- Worked closely with designers and QA engineers to deliver scalable web applications.

PKteam (Pvt.) Ltd.

January 2021 – May 2022

Web Developer

Key Achievements:

- Built responsive Website using Wordpress page builders (Elementor, Divi, etc).
- Integrated secure multi-gateway payment systems, leading to a 20% increase in completed transactions and enhanced customer trust.
- Maintained and optimized existing client websites for performance and security.

Developers Hub (Pvt.) Ltd.

March 2020 - December 2021

Junior Web Developer

Key Achievements:

- Developed responsive user interfaces using HTML5, CSS3, JavaScript, and Bootstrap.
- Collaborated with senior developers in building WordPress websites and frontend components.
- Improved cross-browser compatibility and website responsiveness.
- Participated in debugging, testing, and ongoing maintenance of client projects.

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Certifications & Awards

- **Meta Full-stack Developer Professional Certificate** – *Coursera*, 2022
- **Responsive Web Design Certification** – *freeCodeCamp*, 2021
- Employee of the month award at **1011 Technologies Pvt Ltd.**
- **IELTS (Listening, Reading, Writing, Speaking) - British Council**, 2014

Education

- Bachelor of Computer Science (BSCS) June 2020

CORE COMPETENCIES

- Full Stack Web Development
- WordPress Development
- Shopify Development
- WooCommerce Development
- PHP Development
- REST APIs
- Custom Plugin Development
- Theme Development
- Performance Optimization
- Core Web Vitals
- SaaS Development
- API Integration
- Database Design
- Responsive Design
- Technical Leadership
- Team Collaboration
- Problem Solving
- Agile Development