

SHERAZ AHMAD

Senior WordPress Developer

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PROFESSIONAL SUMMARY

Senior WordPress Developer with 7+ years of experience delivering high-performance, scalable web solutions for global clients across healthcare, finance, non-profit, and e-commerce sectors. Specializes in custom theme and plugin development, Advanced Custom Fields (ACF), REST API integrations, and WooCommerce. Proven ability to own full development cycles — from architecture and scoping through to deployment and optimization — while maintaining clean, maintainable code and seamless cross-functional collaboration. Keeps pace with the evolving development landscape by selectively integrating AI-assisted tools (Claude, Cursor, ChatGPT, GitHub Copilot) where they genuinely add value — accelerating repetitive tasks, improving code review, and shortening delivery timelines — without compromising the core engineering judgement that underpins every project.

CORE SKILLS

CMS & Frameworks	WordPress · Webflow · Shopify · Elementor · Divi · Bricks · WPBakery · ACF
Languages	PHP · JavaScript · jQuery · Liquid · HTML5 · CSS3
Integrations	REST APIs · Custom Post Types · Webhooks · MailChimp · WooCommerce
Tools & Workflow	Git · Performance Caching · Debugging · Multilingual Sites (WPML)
E-Commerce	WooCommerce Setup · Plugin Integration · Payment Gateways · Inventory Systems
AI-Assisted Tools	Claude · Cursor · ChatGPT · GitHub Copilot

WORK EXPERIENCE

Senior WordPress Developer | [Txxel](#)

Jun 2023 – Present

- ▶ Architect and maintain high-performance WordPress solutions for global enterprise clients, managing multi-site environments and complex plugin ecosystems.
- ▶ Build custom themes and child themes in PHP, ensuring brand alignment and pixel-perfect implementation across all screen sizes.
- ▶ Design and implement complex data structures using Advanced Custom Fields (ACF) and custom API integrations, reducing manual content workflows for clients.
- ▶ Lead full development cycles — from technical scoping and architecture to deployment and performance optimization — delivering projects on time.
- ▶ Enforce code quality through Git version control, peer reviews, and structured staging/production pipelines.

Senior Web Developer | [DCC Consultants](#)

Feb 2022 – Feb 2025

- ▶ Designed and built complex web portals with advanced scheduling systems and search tools serving both internal staff and external users.
- ▶ Developed a custom self-service payment processing portal that streamlined client transactions and reduced administrative overhead significantly.
- ▶ Ensured WCAG accessibility compliance and responsive design across all deliverables, improving usability for diverse user groups.
- ▶ Executed end-to-end website builds, taking ownership of front-end UI and back-end architecture simultaneously.

Web Developer | Infection Prevention & Control Foundation

Oct 2020 – Feb 2022

- ▶ Built secure donation and volunteer management portals using custom WordPress integrations, improving organizational fundraising capability.
- ▶ Developed a full event management system to streamline scheduling and logistics for foundation events.
- ▶ Led full-stack development of the organization's primary website from scratch, establishing its entire online presence.

Web Developer | Virtualstaging.com

Oct 2020 – Feb 2022

- ▶ Created and maintained WordPress websites for international real-estate clients, supporting business growth and increased online sales.
- ▶ Implemented fully responsive designs to ensure optimal user experience across desktop, tablet, and mobile devices.
- ▶ Collaborated directly with clients through the full project lifecycle, translating requirements into polished, functional websites.

PORTFOLIO (SELECTED PROJECTS)

- ▶ filter-go.com
- ▶ theframebrand.com
- ▶ reloadux.com
- ▶ rftsandbox.wpenginepowered.com
- ▶ playtga.com
- ▶ soccerstars.com
- ▶ newswirejet.com
- ▶ www.taschenoper-luebeck.de
- ▶ sublimerenovationsanddesign.com
- ▶ www.kidneycares.com
- ▶ familypestct.com
- ▶ prudentplasticsurgeon.com
- ▶ skyfielddigital.com
- ▶ physicianonfire.com
- ▶ www.novadiagnosticslabs.com
- ▶ www.dccdialysis.com
- ▶ www.caroltreats.com
- ▶ www.americanrotations.com
- ▶ www.vfaht.org
- ▶ www.givingtreefoundation.org
- ▶ www.allmightygreen.com
- ▶ www.vs24.com
- ▶ www.indieglobal.co.uk

- ▶ mp.rooomy.com
- ▶ www.amzdealz.net
- ▶ www.ipacfoundation.org
- ▶ rubyconf.pk
- ▶ www.echlipse.com
- ▶ www.blockventuresusa.com
- ▶ www.mentorco.com.au
- ▶ www.elevardigital.com

- ▶ *...and many more*

EDUCATION

Bachelor of Science — Computer Science

Lahore Leads University, Lahore, Pakistan

January 2020

Intermediate — Pre-Engineering

Unique College Chichawatni, Pakistan

January 2015