

ARSHAD SHAH

Senior WordPress & Shopify Developer

4+ Years of Experience • Lahore, Punjab, Pakistan • Open to Remote / Hybrid / On-Site

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PROFESSIONAL SUMMARY

Results-driven Senior WordPress & Shopify Developer with 4+ years of experience designing and delivering fast, secure, and scalable web solutions. Proven track record in custom theme and plugin development, WooCommerce and Shopify eCommerce builds, REST API integrations, and performance optimization. Experienced in leading development teams, managing client requirements, and delivering projects across diverse industries including media, insurance, ICT, and eLearning. Adept at translating Figma/XD designs into pixel-perfect, responsive WordPress sites with clean, maintainable code.

SKILLS

Frontend	HTML5, CSS3, JavaScript, jQuery, React.js, Tailwind CSS, Bootstrap, CSS Animations
WordPress	Theme Development, Plugin Development, PHP, Ajax, Gutenberg (Block Editor), Advanced Custom Fields (ACF), Elementor, Avada, WooCommerce, WP Hooks
eCommerce	WooCommerce, Shopify (Theme & App Development)
Platforms	AWS Lightsail, Azure, Moodle LMS
APIs & Tools	REST API, HubSpot, Google Places API, Zapier, Postman
PM Tools	Asana, ClickUp, Jira, Trello
Design	Figma, Adobe XD, Photoshop, Illustrator

WORK EXPERIENCE

Senior WordPress Developer Technology Brainz

Sep 2025 — Present
Lahore, Pakistan

- ▶ Developing custom WordPress themes and plugins tailored to client specifications
- ▶ Integrating and consuming external APIs to extend WordPress functionality
- ▶ Collaborating with the design team to implement pixel-perfect UI from Figma mockups
- ▶ Conducting code reviews and maintaining clean, well-documented codebases

WordPress & Shopify Developer — Team Lead Machine Intelligence 6 (Mi6)

Oct 2023 — Sep 2025
Islamabad, Pakistan

- ▶ Led a development team delivering WordPress and Shopify projects end-to-end
- ▶ Acted as primary client liaison — gathering requirements, scoping work, and managing expectations
- ▶ Developed custom WP themes and plugins for clients across multiple industries
- ▶ Built and customized Shopify storefronts with theme edits and third-party app integrations
- ▶ Established coding standards and reviewed team PRs to ensure quality and consistency

Senior WordPress Developer Developers Hub Pvt Ltd

Jul 2022 — Sep 2023
Islamabad, Pakistan

- ▶ Built eCommerce websites using WooCommerce including product, checkout, and payment customizations
- ▶ Developed custom WordPress themes from Figma and Adobe XD designs
- ▶ Created bespoke plugins using WP hooks, filters, and ACF-based template systems
- ▶ Integrated HubSpot for online form and CRM registration systems
- ▶ Executed website speed optimizations — improving Core Web Vitals and reducing load times
- ▶ Migrated and cloned legacy websites into modern WordPress builds
- ▶ Received 'Employee of the Month' award for three consecutive months 🏆

WordPress Developer

The Stralis

Feb 2021 — May 2022
United States (Remote)

- ▶ Built and maintained Elementor-based WordPress websites for US-based clients
- ▶ Developed WooCommerce stores with custom product layouts and checkout flows
- ▶ Implemented front-end features using HTML, CSS, and jQuery DOM manipulation

NOTABLE PROJECTS

dcac.org — Custom WordPress Theme

Built from Figma designs using ACF Pro Flexible Content architecture with multiple reusable blocks mapped directly to design components. Clean semantic markup throughout.

straightcurve.com/au — Custom Theme with ACF Templates

Custom theme with ACF field-based templates and fully responsive implementation. Each section is powered by ACF fields giving the client full editorial control without touching code.

EDUCATION

Bachelor of Science in Computer Science
University of Sargodha — Mianwali, Pakistan

Jun 2018 — Jun 2022