

RANA ABDULLAH

WordPress Developer • UI/UX Focused Web Solutions

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Results-driven WordPress Developer with 2+ years of professional experience delivering high-performance, visually compelling websites for international clients across the US, UK, and Australia. Expert in custom WordPress development, Elementor-based design systems, WooCommerce e-commerce solutions, and Core Web Vitals optimization. Known for translating complex client requirements into pixel-perfect digital experiences — consistently delivering on time and above expectations.

CORE COMPETENCIES

CMS & Page Builders: WordPress, Elementor Pro, WooCommerce, Shopify, ACF (Advanced Custom Fields)

Frontend Development: HTML5, CSS3, JavaScript (ES6+), Bootstrap 5, Tailwind CSS, Responsive Design

Performance & SEO: Core Web Vitals Optimization, Yoast SEO, Caching, Image Optimization, Lazy Loading

Tools & Platforms: Git, GitHub, VS Code, cPanel, Hostinger, Cloudflare, Figma (Design Handoff)

Integration & Other: REST APIs, Third-party Plugin Integration, Cross-browser Testing, Client Communication

WORK EXPERIENCE

WordPress Developer — [Devinity Solutions](#) — [Lahore, Pakistan](#) | 2023 – Present (2 Years)

- ▶ Designed and delivered 15+ custom WordPress websites for international clients across US, UK, and Australia
- ▶ Built responsive, mobile-first layouts using Elementor Pro and custom CSS with consistent cross-device performance
- ▶ Developed full-featured WooCommerce e-commerce stores with payment gateway integration and checkout optimization
- ▶ Improved average page load speed by 40%+ through performance audits, caching, CDN setup, and image compression
- ▶ Integrated third-party APIs including booking systems, CRMs, live chat widgets, and advanced contact form solutions
- ▶ Managed end-to-end client relationships — from requirement gathering and wireframing to delivery and post-launch support
- ▶ Handled website maintenance including plugin updates, security hardening, backups, and content management
- ▶ Collaborated with designers using Figma handoff to ensure pixel-accurate UI/UX implementation

CLIENT PROJECTS — LIVE WEBSITES

Fully designed and developed WordPress websites delivered for real international clients:

[Shelby Design Group](#) — Creative agency website with custom design system & brand identity

[Good Time DJ](#) — Event services site with booking inquiry integration & modern UI

[AP Appliance AZ](#) — Local service business site with SEO optimization & lead generation

[Junk Relief Squad](#) — Mobile-first responsive site focused on high conversion rate

[Imperial Appliance Repair](#) — Service listing site with location targeting & structured data

[Freddy's House Painting Services](#) — Small business site with Google Maps & conversion-focused design

WHAT I BRING TO YOUR TEAM

- ▶ Strong sense of design aesthetics — I build websites that look premium, not just functional
- ▶ Deep understanding of client psychology — I ask the right questions and deliver what clients actually need
- ▶ Fast turnaround without sacrificing quality — experienced handling tight deadlines across multiple projects
- ▶ Self-motivated and growth-oriented — constantly learning new tools, techniques, and best practices
- ▶ Clear communication — I keep clients and team members informed at every stage of the project

EDUCATION

Bachelor's Degree — [Al Bahria CSS Institute](#) — [Affiliated with GCU Faisalabad](#) | 2021 – 2025

CGPA: 3.4 / 4.0

CERTIFICATIONS & ADDITIONAL

- ▶ Web Development Bootcamp (3 Months) — House of Professionals
- ▶ Hifz-ul-Quran — Reflects exceptional memorization ability, discipline, and long-term commitment

LANGUAGES

- ▶ Urdu — Native
- ▶ English — Professional Working Proficiency

PROFESSIONAL INTERESTS

- ▶ Premium UI/UX Design & high-end web aesthetics
- ▶ Website performance engineering & speed optimization
- ▶ E-commerce growth strategies & conversion rate optimization
- ▶ Freelancing & building long-term international client relationships

KEY ACHIEVEMENTS AT A GLANCE

Numbers speak louder than words:

15+ WordPress websites successfully delivered for international clients

2+ Years of professional WordPress development experience

40%+ Average improvement in page load speed across client projects

6 Live client websites — all active, maintained, and performing

100% Project delivery rate — on time, every time

REFERENCES

Available upon request. References from current and past clients can be provided.

LET'S CONNECT

I am actively open to full-time WordPress Developer roles, freelance collaborations, and remote opportunities. If you're looking for a developer who brings both technical precision and creative design sense to every project — I'd love to hear from you.

✉ abdullahamjad7000@gmail.com ☎ [0324-4172179](tel:0324-4172179)

🌐 abdullahs-superb-site-f3f362.webflow.io

Thank you for taking the time to review my profile.