Muhammad Afaque

WordPress Developer · Custom Themes & Plugins

Performance-focused engineer specializing in scalable WooCommerce ecosystems

Lahore, Pakistan

afaque694@gmail.com · +92 314 445 4742 · wpninja.org · LinkedIn · GitHub

Summary

WordPress & WooCommerce Developer with 4+ years and **150+ websites** delivered across Real Estate, E-commerce, SaaS, Healthcare, and Construction industries. Built a **9,700+ SKU** catalog system with **sub-200ms** search and SEO restructuring that drove **40% revenue growth**. Core stack: PHP, ACF Pro, WP REST API, WooCommerce, Redis, and AJAX. Proven track record of end-to-end project delivery and direct stakeholder management for US-based clients.

Technical Skills

WordPress:	Custom Themes (50+ built), Custom Plugins, ACF Pro, CPT UI, WP REST API, Hooks/Filters, Gutenberg Blocks, WP-CLI
E-commerce:	WooCommerce (40+ stores), Shopify (15+ stores), Payment Gateways (PayPal/Stripe/ACH), B2B Portals, Role-based Pricing
Frontend:	HTML5, CSS3/SASS, JavaScript (ES6+), jQuery, GSAP Animations, React
Backend:	PHP (OOP, $wpdb, transients), MySQL, REST APIs, Redis Caching
Tools:	Git/GitHub, Elementor (40+ sites), WP Rocket, Cloudflare, Bash, DNS/SSL Configuration
Integrations:	Salesforce, HubSpot, Zoho, GoHighLevel, Zapier, Dompdf, Mailchimp

Work Experience

WordPress Specialist — Aug 2024 – Present
MarketAspex — *Remote, USA*

Sole developer building B2B e-commerce portals for US industrial/defense sector client.

- Architected and delivered three production e-commerce portals (Main, Defense, Recreational) from Figma to launch in under 4 months — **9,700+ products**, custom PHP, ACF, WooCommerce.
- Built custom plugin suite: quoting system with approval workflows, live search with **sub-200ms** response, and AJAX filters with Redis caching (reduced query time from 2s to instant).
- Developed B2B customer portal: PO order management, sub-accounts, ACH payments, role-based pricing tiers, CRM integration.
- Implemented site-wide SEO restructuring that contributed to **40% revenue increase** quarter-over-quarter.
- Maintained additional e-commerce properties across Shopify and WooCommerce, managing integrations and theme customizations.

Web Developer — Feb 2024 – Aug 2024
CanadaTel.net — *Remote, USA*

Contract role focused on process optimization and Elementor customization for telecom client.

- Built custom Elementor widgets for lead capture and service comparison, reducing theme dependency.
- Developed standardized project pipeline for theme implementations across multiple client sites.

Senior WordPress Developer — Mar 2023 – Feb 2024
Crecentech Systems Pvt Ltd — *Lahore*

Led WordPress development for US-facing real estate SaaS platform serving 50+ realtors.

- Created white-label SaaS theme system deployed to **50+ US realtors** on AWS infrastructure.
- Integrated Salesforce, HubSpot, Podio, and Zoho with WordPress for automated lead capture workflows.
- Developed Email Management System in CodeIgniter4 that resolved persistent SMTP deliverability issues.

- Built Dompdf-based PDF generator for branded spec sheets with watermarks and dynamic pricing.

Senior WordPress Developer (Contract)   Apr 2022 – Dec 2022
Ghar47   *Lahore*

Contract role architecting headless CMS for high-traffic real estate listings platform.

- Architected headless CMS for real estate platform (**10,000+ property listings**) using WP REST API, decoupling frontend for improved performance and caching.
- Implemented .htaccess rewrite rules with regex to preserve SEO link equity during URL migration.

WordPress Developer   Aug 2020 – Feb 2022
Techverx   *Lahore*

Foundation role building custom themes and learning enterprise WordPress development.

- Created custom WordPress themes from scratch with CPT, taxonomies, and ACF integration.
- Converted Figma mockups to pixel-perfect responsive pages using HTML5, CSS3, jQuery, SASS.
- Built custom WooCommerce features with PayPal integration using WordPress hooks.

Portfolio Summary

150+ websites delivered across diverse industries and technology stacks:

By Technology:	By Industry:
WordPress/Custom Themes: 120+	Real Estate & Home Services: 35+
WooCommerce Stores: 40+	E-commerce & Retail: 25+
Elementor Builds: 40+	SaaS & Technology: 15+
Shopify Stores: 15+	Construction & Manufacturing: 15+
React/Custom Apps: 12+	Healthcare & Legal: 10+

Technical Highlights

- **QuoteBasket Pro** (GitHub) – Full WooCommerce quoting workflow: custom DB schema, AJAX cart, multi-step approval, email notifications, CSV export.
- **Live Search Optimizer** (GitHub) – Custom meta index with scoring algorithm, debounced AJAX, WP-CLI rebuild. Handles **9,700+ products** at sub-200ms.
- **ACF Flexible Filters** (GitHub) – Dynamic filtering from ACF Flexible Content, Redis/transient caching, URL state sync, mobile drawer UI.

Education

M.Sc. Information Technology   2020 – 2022
Virtual University of Pakistan   *Lahore*

B.Sc. Information Technology   2017 – 2019
Punjab University   *Lahore*