

UMAR NADEEM

SENIOR CMS DEVELOPER | WORDPRESS | SHOPIFY
| AUTOMATION INTEGRATION SPECIALIST

CONTACT

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SKILLS

Content Management Systems (CMS)

- WordPress
- Shopify
- Webflow
- Squarespace
- Wix
- HubSpot
- SquareSpace

eCommerce Integrations

- WooCommerce
- Shopify Integration
- Memberstack

Development & Customization

- Custom Plugin Development
- Automation API Integration
- Design & Tools
- Adobe Tools
- GHL (GoHighLevel)

Backend Technologies

- PHP

Automation & Workflows

- Zapier
- Monday.com
- Make (formerly Integromat)
- Airtable Automations

Front-end Development

- JavaScript
- React js
- Tailwind CSS
- Bootstrap
- HTML
- CSS

PROFILE

Senior CMS Developer with expertise across platforms like **WordPress, Shopify, Webflow, Squarespace, Wix, and HubSpot**. Specialized in crafting dynamic, scalable websites integrated with eCommerce solutions like **WooCommerce, Zapier, and Memberstack**. Proficient in front-end technologies such as **HTML5, CSS3, JavaScript, React.js, and Tailwind CSS**, paired with CMS-centric tools for seamless automation and workflow optimization, including **Zapier, Make, and Monday.com**. Focused on creating user-friendly digital experiences and robust **CMS infrastructures** tailored to meet complex business requirements efficiently.

WORK EXPERIENCE



Lead CMS Developer, Exergy Systems

2022- Present

- Developed and launched a custom WordPress and Shopify website for a MENA region client, utilizing Tailwind CSS, React.js, and WooCommerce to create a user-friendly e-commerce experience tailored to the local market.
- Co-created a dynamic content management system (CMS) using **React.js, GraphQL, and Gutenberg** for flexible and user-centric website editing.
- Resolved fatal website errors, server overloads, and blackouts, significantly improving website uptime and reliability across platforms like **Squarespace and Webflow**.
- Designed and developed a **Webflow** website for a **Qatar-based client**, integrating **WooCommerce** for seamless e-commerce functionality and custom features.
- Created a fully responsive WordPress website for a UK-based client, implementing PHP and **HTML5** for enhanced functionality and performance.
- Utilized **Webflow's CMS** and custom interactions to build a dynamic, user-friendly experience that aligned with client goals.

Achievements

- Increased website performance by **35%** through the implementation of code minification, image compression, and server-side optimizations, resulting in faster load times and improved user engagement.
- Delivered custom themes for over **20 clients** on WordPress and Shopify, achieving an average client satisfaction score of **92%**, with positive feedback on branding alignment and functional design.
- Improved cross-platform compatibility across **10+ projects**, reducing browser-related issues by **40%**, ensuring seamless user experiences across devices and browsers.

Senior CMS Developer, Curioo Technologies

Feb 2021- Apr 2022

- Developed a custom PHP-based application to resolve database issues after Webflow migrations, ensuring CMS stability and optimizing server performance.
- Spearheaded integration of **third-party tools** like Zapier and Memberstack to enhance functionality and improve user interactions.
- Worked on optimizing the front-end performance of high-traffic sites, reducing load times and improving mobile responsiveness.
- Collaborated closely with backend teams to ensure seamless API integrations, achieving faster data handling and real-time updates.
- Played a key role in the development of an interactive web app, employing **React and Node.js**, to increase user engagement for a leading service provider in the **Middle East**.

Achievements

- Successfully delivered **12 custom WordPress and Shopify** themes within deadlines, achieving a **95%** on-time delivery rate while adhering to client specifications.
- Improved website mobile responsiveness by **30%** through effective use of **Tailwind CSS** and **Bootstrap**, increasing mobile traffic and reducing bounce rates.
- Integrated **7 third-party** plugins for **Webflow and HubSpot platforms**, resulting in a **20%** improvement in user engagement and overall site functionality.

PROJECTS

- <https://wowflow.com/de/>

Wowflow simplifies facility management by streamlining tasks, boosting team collaboration, and automating documentation.

- <https://makeus.care/>

Make Us Care is a creative agency that crafts compelling brand stories and campaigns to foster deep emotional connections between businesses and their customers

- <https://windward.com/>

Windward is a predictive intelligence company that leverages artificial intelligence and maritime expertise to provide real-time insights and actionable recommendations for risk management and maritime domain awareness.

- <https://qclay.design/>
QClay is a global creative agency offering comprehensive design solutions—including UI/UX design, web and app development, and branding—to help companies redefine their visual identity and user experience.

EDUCATION

Bachelors In Computer Sciences
2010- 2014
Government College University

Masters In Computer Sciences
2017- 2019
Government College University

Wordpress Developer, Kforce

Aug 2021- Feb 2022

- Developed custom WordPress themes and plugins, with a focus on creating seamless e-commerce experiences using WooCommerce for product listings, shopping carts, and checkout processes.
- Ensured **WCAG compliance** for **United States Air Force websites** using tools like **Google Lighthouse**, optimizing accessibility standards.
- Developed a **PHP-based application** for automating database entry creation and deletion based on file uploads, dynamically managing content across file types.
- Built a custom plugin to enhance schema markup metadata for **SEO**, significantly boosting search engine rankings.
- Designed and customized WooCommerce stores with advanced features like producer listings, shopping carts, and payment gateways, leveraging **HTML5 and API integrations** for seamless eCommerce development.
- Worked closely with designers and other developers to implement pixel-perfect **UI/UX designs** and contribute to the overall aesthetic of Shopify stores.

Achievements

- Implemented over **5 custom Shopify app integrations**, enhancing site functionality and improving customer experience by streamlining checkout and product search features.
- Enhanced mobile responsiveness for **8 Shopify stores**, resulting in a **25% increase** in mobile traffic and a **20% reduction** in bounce rates.
- Troubleshooted and resolved **50+ Shopify** template issues, contributing to an overall improvement in store stability and client satisfaction.

Software Engineer, Harvy Nash

Oct 2020- July 2021

- Assisted in the development and integration of advanced Webflow functionalities, enhancing user engagement through dynamic features and CMS-driven content.
- Implemented front-end and back-end solutions for WordPress websites, optimizing e-commerce functionality while ensuring fast, secure, and user-friendly interfaces.
- Worked on **WooCommerce customization**, integrating third-party payment gateways, shipping methods, and inventory management systems to meet specific client needs.
- Collaborated with senior engineers and designers to improve WordPress site performance, ensuring responsive, cross-browser compatibility, and mobile optimization.
- Enhanced WordPress site performance by collaborating with senior engineers and designers, ensuring responsive design, cross-browser compatibility, and mobile optimization to meet modern user expectations.
- Contributed to innovative projects by expanding expertise in **React and Next.js**, applying new skills to enhance site functionality and improve user experiences.

Achievements

- Enhanced website performance by improving the load time of e-commerce pages, leading to a **20%** improvement in user retention and customer satisfaction.
- Integrated multiple third-party payment gateways and shipping methods for **8+ e-commerce** stores, streamlining the user experience and increasing transaction efficiency by 15%.
- Improved mobile optimization for e-commerce sites, resulting in a **25% increase** in mobile traffic and a **10% reduction** in bounce rates.

Intern , Kale Labs

July 2019- Sep 2020

- Assisted in the development of custom **WordPress themes customisation** and plugins, focusing on building foundational e-commerce features like product pages, shopping carts, and checkout processes using WooCommerce.
- Supported the front-end and back-end development of WordPress websites, learning to optimize site performance and enhance user experience.
- Helped with the integration of third-party tools and services into WooCommerce websites, including payment gateways and shipping methods, under the guidance of senior developers.
- Participated in code reviews and gained hands-on experience with **PHP, JavaScript, and CSS**, focusing on writing clean and efficient code for **WordPress-based projects**.
- Assisted in troubleshooting and resolving issues related to website functionality, particularly in the context of e-commerce, ensuring a smooth user experience.
- Engaged in continuous learning by shadowing senior developers, participating in team meetings, and refining skills related to WordPress development for e-commerce websites.