

Ashar Ahmed

Rawalpindi, Pakistan | asharhashmi990@gmail.com | <https://www.linkedin.com/in/ashar-ahmed-b2031b23a/>
+923180973155

Introduction

Web developer proficient in end-to-end solution development. Leverages strong analytical skills and modern frameworks to design, build, and deploy scalable web applications that solve complex user and business challenges.

Technical Skills

- **Content Management System (CMS):** WordPress (Custom Plugin & Theme Development), Shopify, Squarespace, Wix, Webflow.
- **Programming Languages:** C++ , PHP (Core & OOP), JavaScript (jQuery, GSAP)
- **Databases:** SQL, MySQL
- **Back-End Development:** PHP (Custom Plugin & Theme Development)
- **Front-End Development:** HTML, CSS (SASS, LESS, Tailwind CSS, Liquid)
- **Design Tools:** Adobe XD, Adobe Photoshop, Figma, Canva
- **Version Control:** GIT
- **Security:** Basic understanding of WordPress security best practices (e.g., secure coding, plugin vulnerabilities)
- **SEO:** Familiar with basic on-page SEO for WordPress (title tags, meta descriptions, image optimization, site performance, and Google Search Console).

Education

Islamic International University Islamabad, Bachelors in Mathematics Feb 2020 – June 2024

- CGPA: 3.00 / 4.00

Professional Experience

WordPress PHP Developer, THE DIGIFY May 2025 – Present
Australia (Remote)

Key Responsibilities:

- Built and optimized WordPress websites for Australian brands, focusing on performance, SEO, mobile responsiveness, and user experience across industries.
- Ensured speed optimization, SEO best practices, and clean UI/UX across all delivered websites.
- Integrated third-party services like booking systems(e.g; Open Table, SevenRooms etc), payment gateways, and CRMs.

Selected Projects :

- **Bombay Dhaba** – Developed a modern restaurant site with menu integration and CTA-based ordering flow.
- **The Yankees** – Built a fast, stylish site for a Melbourne restaurant with animations and mobile optimization.
- **360 Restaurant Marketing** – Created a custom layout for a digital marketing agency with lead generation forms and portfolio sections.
- **Digify Official Website** – Contributed to main agency website with team sections, service blocks, and UI polish.
- **Universal Motors** – Built a sleek auto dealership site with inventory display and inquiry forms.
- **Garrison Australia** – Developed a professional corporate site with dynamic product sections and contact integrations.
- **Bonfire Restaurant** – Designed a full-page layout with menu highlights, image galleries, and CTA buttons.

Key Responsibilities:

- Engineered high-performance WordPress solutions using PHP, ACF, and custom post types, improving site speed, SEO rankings, and CMS usability.
- Integrated dynamic functions such as booking systems, e-Commerce, and multilingual support.
- Customized plugins and templates to meet unique client requirements in health, fashion, tech, and B2B niches.

Selected Projects :

- **Lil Bees Boutique** – Developed a fully custom WooCommerce store with optimized product filtering and a smooth mobile shopping experience.
- **Dr. Tarek Aesthetics** – Built a modern aesthetic clinic website with custom booking and lead capture functionality.
- **DexB UAE** – Designed and developed a professional corporate website with tailored service pages and dynamic backend options.
- **Quantum Bazaar** – Created a modern tech eCommerce site with product categorization and secure checkout.
- **Elan Bazaar** – Built a lifestyle and fashion marketplace with a multi-vendor setup and responsive UI.
- **Plastic Surgeon UAE** – Developed a clean, conversion-focused site for a cosmetic surgery practice with detailed procedure pages.
- **Digidot Official Website** – Contributed to the agency's main website with smooth transitions, custom sections, and optimized page speed.

Full Stack WordPress / Webflow / Wix Developer), IPLEX

Feb 2022 – May 2025
Pakistan (Onsite)

Key Responsibilities:

- Developed 50+ custom websites with full-stack capabilities in WordPress, Webflow, and Wix, delivering SEO-optimized, fast-loading, mobile-responsive designs.
- Built custom WordPress themes, ACF-powered modules, and dynamic backends to ensure complete CMS control for clients.
- Translated UI/UX designs into pixel-perfect, high-performance frontends with clean HTML, CSS, JavaScript, and animations.
- Integrated third-party APIs (booking, CRM, payments) and optimized site performance to achieve 90+ Lighthouse scores.

Selected Projects :

- **CloudRCM Solutions** – Created clean layouts and blog structure with backend controls.
- **HealthQuest Billing** – Built backend-managed services using ACF and styled with custom CSS.
- **Hotel Engine** – Fully developed the website from scratch, including frontend and backend, with a focus on performance, responsiveness, and clean UI implementation.
- **Investments Limited** – Created a clean, corporate-styled WordPress site for real estate listings and company info.
- **Molecular Health Tech** – Designed hero banners, service flow, and added newsletter signup.
- **Rexford Industrial** – Contributed to backend development and frontend adjustments, ensuring full multi-device optimization and CMS flexibility.
- **Ryskulova Art** – Created a modern portfolio layout with fullscreen gallery effects using wix.
- **Pierce Arrow Capital Partners** – Developed a modern finance-focused website with contact forms.

Front-end (HTML/CSS and Wordpress Intern), IPLEX

July 2021 – January 2022
Pakistan (On-site)

Key Responsibilities:

- Designed user-centered interfaces and wireframes using Figma and Adobe XD.
- Collaborated with developers to transform UI designs into responsive front-ends.
- Designed user-centric, responsive interfaces using Figma and Adobe XD, enhancing usability and visual consistency across web platforms.

Selected Projects

- **Cursus Mantelzorg** – Designed a clean, accessible layout for a Dutch caregiving course platform.
- **Kitopi** – Contributed to UI enhancements for a global cloud kitchen company.
- **Dubai Day Out** – Created engaging interfaces for a tourism and activity booking platform.
- **Heart and Soul Whisperer** – Delivered an intuitive design for a spiritual healing and therapy website.
- **Dr. Zenaidy Castro** – Worked on aesthetic and accessible designs for a dental practice site.
- **Txpert Solution** – Created user-friendly dashboards for a business solutions provider.
- **Txpert Learnings** – Designed an intuitive interface for an e-learning platform.

Technologies

- **Languages & Front-End:** PHP, JavaScript (ES6+), jQuery, AJAX, HTML5, CSS3, SASS, LESS, GSAP, Bootstrap, Tailwind CSS
- **CMS & Website Builders:** WordPress (Custom Themes & Plugins, ACF, Elementor, WPBakery), Webflow (Custom Interactions, CMS collections), Wix (Velo scripting, advanced customization)
- **Version Control & Tools:** Git, GitHub, GitLab, Bitbucket, npm, Composer, Webpack, Gulp
- **Other Technologies:** RESTful APIs, JSON, XML, MySQL, Responsive & Mobile-First Development, Cross-browser Compatibility Testing, SEO Best Practices (on-page, schema markup)