

With 7 years of experience in web development, I have worked with four dynamic companies—two as a full-time developer and two as a freelancer. I started my career in front-end development and gradually moved into WordPress, specializing in enhancing premium themes with page builders. Over time, I expanded my skill set to include custom theme and plugin development, working with a diverse range of clients globally to build marketing websites that support business growth.

## Experience

JUL '22 - JUL '24

### **FRONT-END & WORDPRESS DEVELOPER** | Operatic Agency | Full Time | Hybrid, Hamilton

- Converted wireframes into fully functional components within WordPress, enhancing site flexibility and functionality through Advanced Custom Fields (ACF).
- Built and styled pages using running components, ensuring smooth user experiences and seamless integration with WordPress.
- Focused on improving site health by optimizing performance, speed, and security to ensure fast loading times and a high-quality user experience.
- Developed static websites for healthcare clients, ensuring they were lightweight, secure, and optimized for fast delivery while meeting industry standards.

APR '18 - MAY '22

### **WORDPRESS DEVELOPER | WOOCOMMERCE EXPERT** | Esp Inspire | Full Time | Remote, Albany

- Worked extensively with premium WordPress themes and page builders like Elementor, Beaver Builder, and Visual Composer to create custom layouts and dynamic content for clients.
- Converted XD/Figma designs into fully responsive, custom WordPress themes, ensuring a seamless transition from design to development.
- Set up and configured WordPress CMS to empower clients with easy content management, providing intuitive admin interfaces for editing and updating their sites.
- Integrated and customized WooCommerce to enhance default functionality, ensuring all changes aligned with WooCommerce's coding structure and best practices.

MAR '17 - APR '18

### **FRONT-END WEB DEVELOPER** | Esp Inspire | Full Time | Remote, Albany

- Built responsive static HTML pages using Bootstrap and CSS, collaborating closely with back-end developers to integrate front-end designs with server-side functionality.
- Developed pixel-perfect layouts based on design specifications, ensuring consistent visual quality across devices and browsers.
- Focused on creating clean, well-structured code to ensure easy maintenance and future scalability of the website.
- Worked efficiently within project timelines, ensuring front-end pages were ready for integration with back-end

systems and functionality.

APR '21 - OCT '22

### FRONT-END & WORDPRESS DEVELOPER | KWD | Freelancer, Auckland

- Converted Figma designs into fully functional WordPress websites by first building responsive front-end layouts using HTML, CSS, Bootstrap, and JavaScript.
- Developed custom WordPress themes, leveraging Advanced Custom Fields (ACF) to create flexible and scalable back-end solutions for content management.
- Integrated WooCommerce for eCommerce websites, customizing product pages and checkout flows to ensure a seamless shopping experience.
- Focused on delivering marketing-driven websites optimized for conversions, ensuring each site aligned with client goals and brand standards.

AUG '20 - APR '21

### FRONT-END & WORDPRESS DEVELOPER | Vibrant Agency | Freelancer, San Luis Obispo

- Developed client-focused solutions, translating design requirements into user-friendly WordPress interfaces tailored to the client's needs and feedback.
- Worked with pre-built custom plugins to enhance the back-office functionality for posts, events, and podcasts, customizing features to meet client-specific requirements and goals.
- Implemented security audits for various WordPress websites, identifying potential risks and applying corrective measures to enhance site security.
- Streamlined project workflows by working closely with cross-functional teams, ensuring efficient collaboration and successful project delivery.

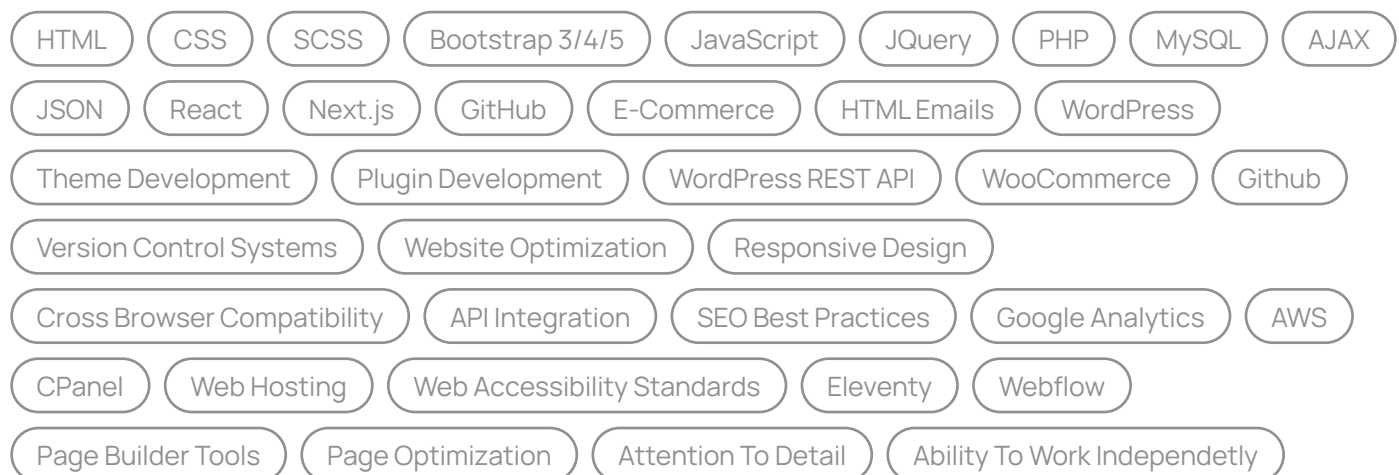
## Education

2017

### Completed coursework towards Bachelor of Science (B.S.) in Computer Science

University of Sargodha

## Skills



## Certifications

Web Development

Google Analytics

## LinkedIn & Portfolio

<https://www.linkedin.com/in/qasidsaleh>

<https://qasidsaleh.com/portfolio>