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With over 7 years of experience in web development, I have worked full-time with two companies and freelanced for one. I started as a front-end developer, moved into WordPress customization, and later built custom themes and plugins from scratch. I also have experience with React and Next.js, developing SEO-optimized static sites for healthcare clients. My work has improved site performance, enhanced user experience, and helped businesses grow through optimized web solutions.

## Experience

JUL '22 - JUL '24

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

- Transformed wireframes into dynamic WordPress components using ACF, achieving high page speed scores and improved site performance.
- Integrated Google Analytics and Tag Manager to track user behavior, optimize performance, and enhance eCommerce reporting.
- Built fast, SEO-optimized static sites for healthcare clients using React and Next.js, significantly improving site speed and accessibility.
- Designed and developed responsive Webflow websites, enhancing brand consistency and user experience while ensuring easy management for non-technical users.

APR '21 - OCT '22

### WORDPRESS DEVELOPER | WOOCOMMERCE EXPERT | KWD | Freelancer | Remote, Auckland

- Converted Figma designs into fully functional WordPress websites by building responsive front-end layouts with HTML, CSS, Bootstrap, and JavaScript.
- Developed custom WordPress themes using ACF, creating flexible and scalable content management solutions.
- Integrated and customized WooCommerce, optimizing product pages and checkout flows for a seamless eCommerce experience.
- Built marketing-driven websites optimized for conversions, aligning with client goals and brand standards.

MAR '17 - MAY '22

### FULL STACK WEB DEVELOPER | WOOCOMMERCE EXPERT | Esp Inspire | Full Time | Remote, Albany

- Built responsive static HTML pages using Bootstrap and CSS, ensuring seamless integration with back-end functionality.
- Developed pixel-perfect layouts from design specifications, maintaining visual consistency across devices and browsers.
- Developed custom WordPress themes from scratch, converting XD/Figma designs into fully responsive and optimized websites.
- Customized premium WordPress themes and page builders like Elementor, Beaver Builder, and Visual Composer to create unique layouts.

- Integrated and optimized WooCommerce, enhancing product pages and checkout flows for a seamless shopping experience.
- Applied conversion tracking and custom tags using Google Tag Manager to support data-driven marketing strategies.
- Focused on performance optimization, ensuring fast-loading, SEO-friendly WordPress sites with high PageSpeed scores.

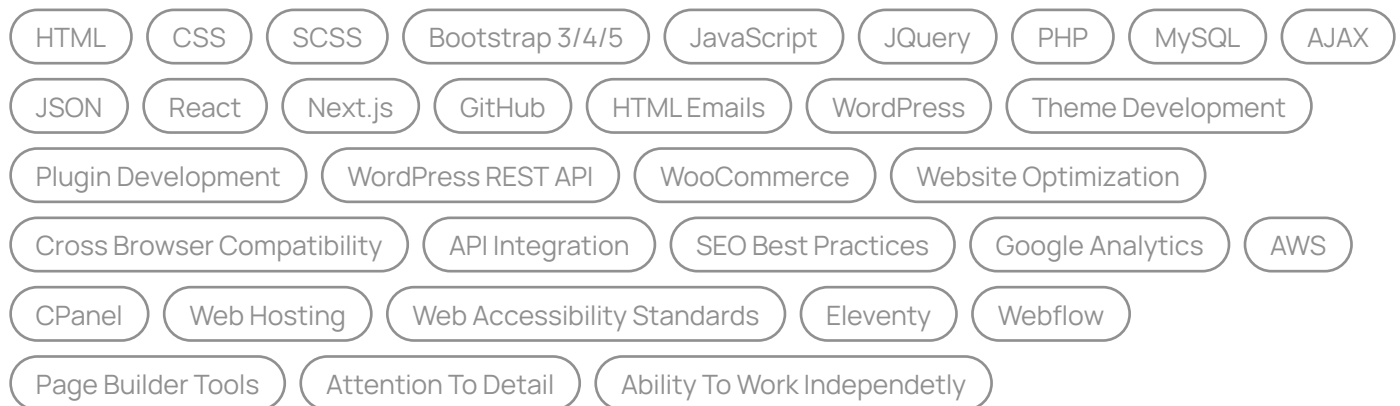
## Education

2017

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

University of Sargodha

## Skills



## Certifications



## LinkedIn & Portfolio

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

<https://qasidsaleh.com/portfolio>