USMAN CHAUDHARY

Senior WordPress Developer

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PROFESSIONAL SUMMARY

Senior WordPress Developer with 3+ years of expertise in custom theme and plugin development, WooCommerce solutions, and website optimization. Skilled in converting Figma and Photoshop designs into responsive, pixel-perfect, and cross-browser compatible websites. Proficient in PHP, JavaScript, HTML5, CSS3, and API integrations, delivering secure and scalable web solutions. Experienced across WordPress, WooCommerce, Shopify, and Wix platforms, with a strong focus on website performance, security hardening, and page speed optimization.

TECHNICAL SKILLS

CMS & eCommerce: WordPress, WooCommerce, Shopify (Basic), Wix (Basic), Custom Theme Development, Plugin Development

Backend: PHP, REST API Integration, Custom Post Types

Frontend: HTML5, CSS3, JavaScript (ES6+), jQuery, Responsive Design

Design Tools: Figma, Adobe Photoshop (Design-to-Code), Cross-browser Compatibility

Core Competencies: SEO Optimization, Page Speed Optimization, Website Security Hardening, Stripe Payment Integration, Membership Plugins, Cloudflare & DNS Management, Hosting Basics (cPanel), Team Leadership, Client Communication

PROFESSIONAL EXPERIENCE

Senior WordPress Developer — Bunny Marketing

May 2026 – Present

- Developed and maintained high-performing WooCommerce stores, managing product configurations, checkout flows, payment gateways, and order automation workflows.
- Expanded platform expertise to include Shopify store setup and customization, and Wix website development, broadening multi-platform CMS capabilities.
- Implemented website security hardening practices and advanced page speed optimization techniques, significantly improving site performance and protecting against common vulnerabilities.
- Built and deployed custom WordPress automation plugins, replacing fragile third-party workflows (Zapier) with robust, in-house PHP solutions including PDF delivery, Google Sheets logging, drip email sequences, and QuickBooks receipt generation.

WordPress Developer — Devbunch

October 2024 – May 2026 (1.5 Years Remote)

- Converted Figma and Adobe Photoshop designs into pixel-perfect, fully responsive, and cross-browser compatible WordPress layouts, maintaining strict design fidelity and mobile-first principles.
- Led theme and plugin customization initiatives, developing bespoke WordPress solutions that addressed complex client requirements and extended native platform capabilities.
- Implemented and optimized WooCommerce stores from the ground up — including product configuration, payment gateways, shipping rules, and checkout flow — resulting in improved eCommerce performance and user experience.
- Performed technical SEO audits and on-page optimization alongside speed improvements (image compression, caching, lazy loading, Core Web Vitals), ensuring fast, secure, and search-engine-friendly websites.

- Integrated third-party REST APIs and SaaS tools into WordPress ecosystems, enabling seamless data exchange between platforms and enhancing overall site functionality.
- Mentored junior team members on WordPress best practices, code quality standards, and efficient debugging workflows, contributing to a higher-performing development team.

Freelance WordPress Developer — Upwork

2022 – 2024

- Delivered 50+ complex WordPress projects on Upwork, spanning custom functionality, advanced plugin customization, WooCommerce development, and critical bug resolution for international clients.
- Built and optimized high-performance WordPress and WooCommerce websites capable of handling large-scale product catalogs, high traffic volumes, and dynamic user requirements.
- Integrated diverse third-party APIs, payment gateways (Stripe, PayPal), and custom features, ensuring seamless end-to-end functionality and a polished user experience across all devices.
- Diagnosed and resolved critical website performance, security, and Core Web Vitals issues — consistently improving Google PageSpeed scores and reducing page load times by 40–60%.
- Maintained a top-rated freelancer profile by delivering projects on time, communicating proactively, and providing scalable, maintainable technical solutions that clients could manage independently.

KEY PROJECTS

PACKLEX

- **Developed a custom WordPress plugin for Packlex (packlex.co.uk)** integrating Stripe payment verification with a document upload workflow — users can only access the upload form after a successful Stripe checkout session is validated via session ID.
- **Built a secure post-payment document submission system** that captures user details (name, email, payment amount, session ID, timestamp) and automatically dispatches a structured notification email to the site owner via SMTP upon successful document upload.
- **Implemented server-side Stripe session verification** within the plugin to prevent unauthorized access, ensuring the upload widget remains gated and inaccessible without a valid completed payment — eliminating form bypass vulnerabilities.

LOTS Academy

- **Built a Stripe-gated application system for LOTS Academy (livingoffthesteam.co.uk)** using Contact Form 7 and a custom WordPress REST API webhook — CF7 emails are suppressed via `pre_wp_mail` filter and only sent after Stripe `payment_intent.succeeded` webhook confirms a successful £1,800 payment.
- **Implemented a secure file persistence mechanism** to prevent CF7's automatic temp-file deletion — uploaded supporting documents are copied to a permanent server directory (`/lots-applications/`) before CF7 cleanup runs, then attached to the admin notification email via SMTP.
- **Developed a full dual-email notification flow** triggered by Stripe webhook: an HTML admin email containing all applicant details (name, email, phone, investment properties, self-declaration criteria, and file attachment) and a branded confirmation email sent to the applicant — both suppressed until payment is cryptographically verified using HMAC-SHA256 Stripe signature validation.

PROBATE FORMS – ORDER AUTOMATION PLUGIN

- **Built a fully custom WordPress automation plugin** (v3.9.1) to replace a fragile Zapier-based post-purchase workflow — handling PDF delivery, Google Sheets logging, drip email sequences, and QuickBooks Online receipt generation, all triggered by WooCommerce order events.
- **Integrated QuickBooks Online API** with VAT-compliant receipt generation, timeout-proof Action Scheduler queuing, a one-click "Retry Missed Receipts" tool, and per-site email branding — all configurable from the WordPress dashboard with zero file manager or hosting access required.
- **Built a real-time Activity Log** (last 150 automation events) displayed in WP Admin, enabling full diagnostics without debug.log, file manager, or hosting login — making the plugin fully self-serviceable for non-technical site owners.

VETERAN WIFE BAKES

- **Developed a custom WooCommerce product builder**, creating a dynamic cupcake customization interface with multiple flavour categories and a responsive user interface..
- **Implemented advanced product validation logic,** enforcing selection limits based on product variations (e.g., box size) using PHP and jQuery.
- **Integrated custom data throughout the WooCommerce checkout flow,** capturing, displaying, and storing customer-selected options in cart and order metadata for seamless order processing.

EDUCATION

Bachelor of Science in Information Technology
University of Agriculture, Faisalabad | 2020 – 2024