

MUHAMMAD AYOUB

Website Developer and SEO Specialist | WordPress, React, Next.js

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PROFESSIONAL SUMMARY

Website developer with 5+ years of professional experience building responsive, search-optimized websites for corporate, legal, healthcare, and e-commerce clients. Builds custom WordPress sites with Bricks Builder and ACF Pro, and React and Next.js applications. Focused on technical SEO, Core Web Vitals, and turning Figma designs into clean, production-ready code.

CORE SKILLS

- **WordPress and CMS:** Theme and plugin development, child themes, template hierarchy, hooks and filters, Gutenberg blocks, ACF Pro, custom post types and taxonomies, Bricks Builder, Elementor Pro, Divi, Avada, Webflow, headless CMS, WordPress REST API, LMS integration
- **Front-End and JavaScript:** HTML5, CSS3, SCSS/Sass, JavaScript (ES6+), TypeScript, React.js, Next.js (App Router), jQuery, Tailwind CSS, Bootstrap, responsive design, cross-browser compatibility, Figma-to-code
- **SEO and Performance:** Technical SEO, on-page SEO, Core Web Vitals, Lighthouse, page speed optimization, caching, WebP, schema markup, Yoast SEO, Rank Math, accessibility
- **E-commerce and APIs:** WooCommerce, Shopify, payment gateway integration, Stripe API, PayPal API, RESTful APIs, AJAX, MySQL
- **Tools and Workflow:** Git, GitHub, GitLab, npm, ESLint, Prettier, Postman, Netlify, Vercel, Figma, Adobe XD, Jira, Trello, Agile

PROFESSIONAL EXPERIENCE

Front-End Website Developer (WordPress and React) | Xgrid.co

Islamabad, Pakistan | 10/2024 - 07/2026

- Translated Figma and Adobe XD wireframes into responsive websites using Next.js, React.js, custom WordPress, Bricks Builder, and Webflow.
- Developed the corporate website for Xgrid's cloud infrastructure and technology services using Next.js.
- Built React, Next.js, and TypeScript applications and ACF Pro WordPress sites, tuning Core Web Vitals, page speed, and technical SEO to improve search visibility and user retention.
- Worked with design and product teams to align technical solutions with customer needs, contributing to technical and end-user documentation.

Senior Website Developer | EpicSols

Sahiwal, Pakistan | 02/2023 - 08/2024

- Led 4 front-end developers through task assignment, code reviews, and timeline tracking across multiple concurrent client projects.
- Delivered WordPress, WooCommerce, and Next.js projects for international clients, translating Figma designs into pixel-perfect interfaces.
- Built reusable CMS components and custom post-type schemas (ACF, CPT, Elementor Pro, Bricks Builder) so non-technical teams could manage content.

Freelance WordPress Developer and SEO Specialist | Upwork, Fiverr, and Direct Clients

Remote (Self-Employed) | 01/2020 - 01/2023

- Delivered custom WordPress websites, landing pages, and WooCommerce stores with integrated on-page SEO optimization.
- Earned Top Rated status on Upwork and Level 2 Seller status on Fiverr, with a 4.9/5 satisfaction rating across 20+ active clients.
- Managed projects end to end, from requirements gathering and Figma-to-code development to final delivery.

Front-End Developer | Hawk ITs and Consultancy Provider

Sahiwal, Pakistan | 01/2019 - 01/2020

- Developed responsive web applications with React.js, jQuery, and AJAX to deliver dynamic experiences for client projects.
- Built layouts that matched approved designs and connected to live server data, working with designers and backend developers.

Front-End Developer Intern | AWSOL

Lahore, Pakistan | 01/2018 - 06/2018

- Built responsive web applications with HTML5, CSS3, JavaScript, Bootstrap, and React.js during a paid internship; developed reusable React components.

SELECTED PROJECTS

- **Pagano Law Platform Website (WordPress):** Designed and built professional legal service pages with strict accessibility, fast loading, and conversion-focused intake pathways.
- **Weinberger Aesthetics (WordPress, Bricks Builder):** Rebuilt a premium aesthetic surgery clinic website from Figma into Bricks Builder, replacing a legacy build.
- **Rejuvenated Knives (WordPress, Bricks Builder):** Migrated a legacy PHP/MySQL sharpening-service website to WordPress after a Figma redesign, creating an expandable CMS foundation.
- **Brickify (React 19):** Internal developer tool that converts HTML, CSS, and JavaScript into Bricks Builder JSON, reducing manual page build time by 60%.
- **Carptrac (carptrac.com.fj):** Service website with a clearer page structure that helps visitors understand the offer quickly.

EDUCATION

Master of Computer Science | University of Sahiwal, Punjab, Pakistan | 2018 - 2020

Relevant coursework: Web Development, Software Engineering, Data Structures, Database Management Systems, Java.

ADDITIONAL INFORMATION

Languages: English (Professional), Urdu (Native). Strengths: Team leadership, cross-functional communication, code reviewing, problem solving.