

ALI HASSAAN

Full Stack Developer | WordPress | WebFlow | Shopify | Wix | CMS Development

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INTRODUCTION

A skilled web developer with 2+ years of experience specializing in CMS and eCommerce platforms, including WordPress, Shopify, WooCommerce, Webflow and Wix. I have a proven track record in building custom, responsive websites and online stores that deliver seamless user experiences and drive business growth. Adept at both front- end and back-end development, I am passionate about creating innovative and high-performance web solutions tailored to client needs.

TECHNICAL SKILLS

- | | | |
|-------------|-------------------------|------------------|
| ❖ WordPress | ❖ WooCommerce | ❖ Custom Design |
| ❖ HTML5 | ❖ Elementor & Wp Bakery | ❖ CSS, Bootstrap |
| ❖ WebFlow | ❖ Shopify | ❖ Wix |

PROFESSIONAL EXPERIENCE

ID Logix, Lahore, Pakistan - *CMS Developer*

Feb 2024 - PRESENT

WordPress, Shopify, WebFlow, WooCommerce, Wix

- Developed a wide range of websites including business, portfolio, landing pages, informational sites, and eCommerce platforms across WordPress, Shopify, Webflow, WooCommerce, and Wix.
- Designed and built custom, responsive websites using page builders like Elementor and WPBakery, as well as custom themes and templates.
- Implemented performance optimizations to improve page speed, mobile responsiveness, and SEO across all projects.
- Integrated third-party services and APIs, including payment gateways, CRM tools, analytics, and marketing platforms.
- Managed full website lifecycles — from wireframing and development to deployment and post-launch support.
- Used Agile methodologies to handle multiple projects simultaneously, ensuring timely delivery and high-quality output.
- Maintained clear, professional communication with clients to gather requirements, provide updates, and offer ongoing technical support.

Virtue Netz, Lahore, Pakistan – *WordPress Developer*

April 2023 - August 2023

WordPress, HTML, CSS, GitHub, JavaScript, Elementor, WP-Bakery, SQL

- Developed responsive, custom WordPress themes with full browser compatibility.
- Built and optimized WooCommerce stores with integrated payment gateways.
- Designed custom layouts using Elementor and WP-Bakery for enhanced user experience.
- Collaborated with teams to create interactive websites aligned with client goals.

- Ensured consistent UX through cross-browser testing and responsive design.
- Led development of portfolio, business, and informational WordPress sites.
- Optimized website speed, mobile responsiveness, and SEO.
- Engaged with clients to track progress and deliver projects using Agile methodologies.

Hello World Technologies, Lahore, Pakistan – *Junior Front end Developer*

August 2022 - March 2023

JavaScript, HTML, CSS, Bootstrap, jQuery

- Developed multi-vendor e-commerce websites and custom websites using HTML, CSS, JavaScript, and jQuery, creating dynamic, user-friendly platforms.
- Designed and implemented responsive front-end interfaces, ensuring seamless user experiences across various devices and browsers.
- Collaborated closely with design teams, utilizing UI/UX tools like Figma and Adobe XD to translate designs into functional, high-quality web applications.
- Built interactive user interfaces and advanced features such as product filtering, search functionality, and dynamic content updates to enhance user engagement.
- Created and maintained custom websites tailored to client requirements, focusing on performance, aesthetics, and intuitive navigation.
- Worked with React to build high-performance web applications, optimizing for speed, responsiveness, and ease of use.
- Integrated design systems and front-end frameworks to ensure consistent styling and branding across web pages and applications.

EDUCATION

Virtual University of Pakistan (VU), RYK – *BSCS*

2019 – 2023