

Ali Hamza

SENIOR SOFTWARE ENGINEER

 alihamza1283@gmail.com

 H2 Block Johar Town, Lahore.

 <https://www.linkedin.com/in/ali-hamza-9965a3177/>

 +92 340 0653740

Senior Software Engineer with 6+ years of experience building high-performance, scalable websites across multiple CMS platforms, including WordPress, Wix Studio, Webflow, Shopify & Squarespace. Specialized in custom theme/plugin development, performance optimization, and SEO-driven architecture. Proven track record of improving site speed, increasing organic traffic, and delivering conversion-focused web solutions for international clients.

Education		Skills	
From 2015 to 2019	BS Computer Science University of Sargodha Sargodha, Pakistan	CMS Expertise WordPress, Webflow, Shopify, Wix Classic & Wix Studio, Squarespace, Framer, Weebly, Cards & Showit	
Certification		Core Skills - WordPress Theme & Plugin Development - WooCommerce Customization - Custom Post Types (CPT) & Advanced Custom Fields (ACF) - Website Performance Optimization & Core Web Vitals - Technical & On-Page SEO - API Integrations (REST APIs, Third-party services) - Multilingual & Multisite Development - Membership, LMS & Subscription Systems - Wix Studio, Shopify, Squarespace Development - PSD/XD/Figma to any CMS or Custom Code Conversion	
From 2020 to 2021	Web Designing & Development Technical Education & Vocational Training Authority	Technical Skills Languages: HTML5, CSS3, JavaScript, PHP, MySQL Frameworks & Libraries: Bootstrap, jQuery, AJAX Tools: Git, GitHub, VS Code, Cursor, Replit Project Management: Jira, Asana, Trello, Airtable, Wrike CRM & Marketing: Salesforce, HubSpot	
Apr. 2024	SEO Semrush	Personal Skills - Strong Communication - Collaboration and Teamwork - Management - Problem-Solving - Attention to Detail	
Work experience			
Since July 2023	Senior Frontend Developer Soloinsight Charleston, SC USA - Developed and maintained 300+ high-traffic website pages across CMS platforms including Wix and custom solutions - Improved website performance by up to 40% through optimization and best practices - Implemented SEO strategies increasing indexed pages from 65 to 300+ - Automated workflows reducing manual effort by 80% - Designed and developed 50+ Salesforce email templates for marketing campaigns		
From Aug. 2022 to July 2023	Senior Software Engineer (WordPress Developer) Pure Logics Lahore, Pakistan - Led development of custom WordPress themes and plugins for scalable applications - Built dynamic websites using CPT, ACF, and API integrations - Improved website speed and performance through optimization techniques - Collaborated with cross-functional teams to deliver high-quality solutions - Mentored junior developers and improved development workflows		
From Apr. 2020 to Aug. 2022	WordPress Developer OptimusFox Lahore, Pakistan - Developed and customized WordPress websites including eCommerce, LMS, job portals, and blogs - Converted PSD, XD, and Figma designs into pixel-perfect responsive websites - Integrated third-party tools, payment gateways, and subscription systems & Optimized websites for speed		