

Umar Asghar

Experienced Wordpress Developer with a focus on building engaging and accessible digital experience

Relevant Experience

WordPress Developer, **Freelance** Mar 2018 - Present

- Designed and delivered 200+ websites across WordPress, Shopify, Wix, Squarespace, and other CMS platforms, serving a global client base in the UK, USA, Europe, and China.
- Created diverse digital experiences including static corporate sites, modern animated interfaces, and industrial-grade design systems tailored to each brand's identity and audience.
- Translated client visions into responsive, high-performance websites using Figma for prototyping, custom code for static/animated components, and platform-native builders for rapid deployment.
- Managed end-to-end project lifecycles from initial concept and UI/UX design to SEO optimization and reliable hosting setup ensuring on-time delivery and high client satisfaction.

Lead WordPress Developer, **Eusol** Jan 2024 - Dec 2025

Senior WordPress Developer Mar 2023 - Jan 2024

- Designed and deployed a custom multi-site WordPress network with Odoo ERP integration, streamlining operations and lead management across multiple countries.
- Built a high-performance corporate UI, structured service pages, and industry verticals tailored to ERP consulting audiences.
- Delivered 50+ WordPress and Shopify websites for Eusol's multi-million dollar clients, consistently delivering fast, responsive, conversion-focused platforms.
- Handled end-to-end development from Figma mockups to Hostinger deployment while optimizing for SEO, speed, and cross-device performance.
- Collaborated directly with high-value enterprise clients to translate brand identities into scalable, trust-building digital storefronts.

Senior Web Developer, **Digital Craft** Jan 2022 - Feb 2023

Lead WordPress Developer Mar 2021 - Jan 2022

- Provided technical support for web-based customer portals and e-commerce service setups, troubleshooting platform issues and ensuring smooth onboarding.
- Diagnosed and resolved front-end and connectivity problems for customers using online account dashboards and web applications, delivering step-by-step technical guidance.
- Assisted in configuring and testing web service integrations, working closely with the development team to replicate and resolve bugs.
- Documented recurring technical issues and contributed to knowledge-base articles that improved the internal support workflow and site self-service tools.
- Strengthened debugging, communication, and user-centric problem-solving skills through hands-on support and collaboration with cross-functional web teams.

Senior Web Developer, **Front Story** Feb 2020 - Feb 2021

Junior Web Developer Jul 2019 - Feb 2020

Intern Wordpress Developer Jan 2019 - Jul 2019

- Developed and optimised high-converting landing pages and microsites for global campaigns using HTML, CSS, and WordPress.
- Collaborated with marketing teams to implement audience-specific landing experiences, tailoring layouts and content for target segments.
- Conducted A/B testing on page elements (headlines, CTAs, forms, layouts) to improve conversion rates and user engagement.
- Analysed user behaviour metrics and page performance data to identify bottlenecks and drive continuous UX improvements.
- Prepared detailed performance reports on load speed, SEO health, and conversion funnels, translating insights into technical refinements.
- Mentored junior team members in web development best practices, semantic coding, and conversion-focused design.

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Technical Skills

Programming Language

HTML5, CSS3, JavaScript (ES6+), PHP, Python

CMS & E-Commerce Platforms

WordPress, Shopify, Squarespace, Wix, Webflow, Other CMS

UI/UX & Prototyping

Figma, Framer, Bootstrap, responsive/mobile-first design

Selected Projects

Eusol

Developed a multi-site WordPress website with Odoo ERP integration for a certified Odoo Silver Partner, featuring structured service pages, Success Packs, industry verticals, and multi-country regional offices boosting their ERP consulting online presence.

Multitek

Built a high-performance WordPress site for a Lahore-based engineering company, showcasing HVAC, MEP, Automation, Solar, and BESS services along with certifications, and optimized for local SEO to attract B2B clients across Pakistan.

The Giving Movement

Designed a mobile-first custom Shopify theme for a Dubai eco-fashion brand, with curated product collections, impact storytelling, and a seamless checkout that mirrors their charitable and sustainable identity.

Education

Hajvery University

Focused on modern web technologies, software engineering, and database management, with hands-on projects in application development and responsive design.