

Umar Asghar

CMS Web Developer (WordPress, Shopify, Wix, Squarespace)

Summary

A CMS-focused web developer specializing in WordPress, Shopify, Wix, Squarespace, and other content management systems. I build custom themes, plugins, and fully responsive websites for both desktop and mobile. I also develop Single Page Applications (SPAs) with RESTful API integration and custom modules. Over the years, I've progressed from intern to lead developer, delivering high-performing CMS websites that align with business goals and drive real results.

Relevant Experience

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

- Delivered 200+ CMS websites (WordPress, Shopify, Wix, Squarespace) for global clients across UK, USA, Europe, and China.
- Built responsive, SEO-optimized sites using Figma, custom code, and native builders ensuring fast performance and mobile compatibility.
- Managed end-to-end projects from concept to hosting on time, high client satisfaction, and improved search rankings.

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

Senior WordPress Developer Mar 2023 - Jan 2024

- Built a custom WordPress multi-site network with Odoo ERP integration streamlining operations and lead management across multiple countries for an ERP consulting firm.
- Delivered 50+ WordPress and Shopify websites for multi-million dollar clients fast, responsive, conversion-focused platforms from Figma to Hostinger deployment.
- Managed end-to-end development including corporate UI, SEO optimization, cross-device performance, and direct collaboration with enterprise clients.

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

Lead WordPress Developer Mar 2021 - Jan 2022

- Delivered technical support for web-based customer portals and e-commerce onboarding, troubleshooting platform issues and guiding users through step-by-step resolutions for front-end and connectivity problems.
- Collaborated with the development team to configure and test web service integrations, replicating bugs and validating fixes to enhance system reliability.
- Authored knowledge-base articles on recurring technical issues, streamlining internal support workflows and empowering customers with effective self-service tools.

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

Junior Web Developer Jul 2019 - Feb 2020

Intern Wordpress Developer Jan 2019 - Jul 2019

- Developed high-converting landing pages & microsites using HTML, CSS, and WordPress tailored for global campaigns and target audiences.
- Ran A/B testing on headlines, CTAs, forms, and layouts improving conversion rates and user engagement.
- Analyzed user behavior & performance metrics (load speed, SEO health, conversion funnels) driving continuous UX improvements and technical refinements.
- Mentored junior developers in semantic coding, web best practices, and conversion-focused design.

Intern Wordpress Developer, **Atombuddy** Jan 2018 - Dec 2018

- Assisted in maintaining and updating the e-commerce website (WordPress-based) adding products, categories, and installment plan details for gadgets, home appliances, and motorbikes.
- Performed cross-browser and mobile testing to ensure smooth user experience across devices from order placement to financial service forms.
- Supported the development team by fixing minor bugs, optimizing page load speed, and updating product images/pricing as per inventory changes.
- Helped integrate payment gateway and installment calculators ensuring accurate display of cash vs. easy installment options for customers.

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Technical Skills

Programming Language

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

CMS & E-Commerce Platforms

WordPress, Shopify, Squarespace, Wix, 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 Sep 2018 - Dec 2022
BS HONS. (COMPUTER SCIENCE)

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