



# MUHAMMAD JAVAD ARSHAD

Full Stack WordPress,  
Shopify Developer

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As a Full-Stack Developer with over 12 years of experience, I specialize in PHP, WordPress, WooCommerce, Shopify, Shopify Plus, Vue.js, React.js, and Headless CMS. I focus on building seamless web applications and eCommerce solutions, driving measurable business growth and improving user experiences. I've led projects ranging from small business sites to large-scale platforms, honing both technical and leadership skills. My approach centers around aligning development with business goals, consistently delivering high-performing, strategically designed solutions. I'm always eager to collaborate on impactful projects and explore the latest trends in web development.

## EXPERIENCES

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Vetted Expert in WordPress & Shopify  
**TopTal | Contract**

2017 - Present

TopTal is a highly selective global network of top freelance talent in software development, design, and finance. Known for its rigorous screening process, TopTal only accepts the top 3% of applicants, ensuring high-quality professionals. As a developer on TopTal, I collaborated with international clients to deliver advanced technical solutions, manage full project lifecycles, and optimize business operations through cutting-edge web and eCommerce development.

### Responsibilities

- Performed DevOps tasks, including CI/CD pipeline setup, automated deployments, and server management for WordPress and Shopify sites.
- Delivered multiple WordPress and Shopify projects, including custom themes and complex eCommerce platforms for small businesses and enterprise-level clients.
- Integrated advanced functionalities, including custom plugins, ACF in WordPress, and Shopify apps such as Upsell and Cross-sell, to enhance user experience and site functionality.
- Optimized website performance and implemented SEO best practices to improve search rankings and site speed.
- Developed responsive and scalable web applications, ensuring compatibility across different devices and platforms.
- Implemented and configured payment gateways, shipping solutions, and marketing tools to support business operations and growth.
- Collaborated with development teams to streamline workflows, improve code quality, and ensure seamless integration between development and production environments.

### Skills

GIT, PHP, WordPress, Shopify, CI/CD, Google Analytics, Google Tag Manager, Checkout, Shopify Plus, Checkout Extensibility, Vue, Database, Google Conversion, AB Testing, JavaScript & jQuery

Senior Shopify & WordPress Developer  
**Bildit | Contract**

DEC 2022 – SEP 2024

### Responsibilities

- Developed custom WordPress and Shopify themes from scratch, ensuring high-performance, responsive designs tailored to client needs.
- Implemented GIT for version control, managing code repositories and collaborating efficiently with development teams.
- Optimized site performance, improving load times and ensuring best practices in caching, image optimization, and resource management.
- Integrated third-party APIs for enhanced functionality, connecting eCommerce platforms to external services such as payment gateways and shipping providers.
- Streamlined workflows by automating deployments and configuring CI/CD pipelines for continuous integration and delivery across multiple projects.

### Skills

GIT, PHP, WordPress, Shopify, CI/CD, Checkout, Shopify Plus, Checkout Extensibility, Vue, Database, Google Conversion, AB Testing, HubSpot, HubSpot CMS, JavaScript & jQuery

Shopify Developer & Support Engineer  
**WholeSale Helper | Fulltime Contract**

AUG 2019 – DEC 2021

Wholesale Helper provides a suite of top-rated Shopify apps designed to enhance the wholesale and B2B experience for online merchants. Their key solutions include apps like **Wholesale Pricing Discount**, which allows businesses to set up tiered pricing and discounts for wholesale customers, and **WSH Order Form & ReOrder**, which simplifies bulk ordering. They also offer **Wholesale Lock Manager**, enabling merchants to restrict access to specific store content for different customer groups.

### Responsibilities

- Served as a Shopify Developer and Support Engineer, resolving technical issues related to app integrations with Shopify themes, ensuring smooth functionality and minimal disruptions.
- Provided expert support to clients, troubleshooting and fixing compatibility issues between Shopify apps and existing theme structures.
- Collaborated closely with development teams to implement custom solutions for app integration, enhancing user experience and eCommerce functionality.
- Optimized app performance by diagnosing and resolving bottlenecks, improving loading times, and ensuring efficient API interactions.
- Delivered client-focused solutions, addressing customer concerns quickly and maintaining strong communication to ensure seamless app operations across various stores.

### Skills

Shopify Liquid Templating, JavaScript & jQuery, HTML/CSS, API Integration, Shopify App Configuration, Version Control (GIT), Troubleshooting & Debugging, Customer Support Skills, Performance Optimization, Theme Customization, Understanding of Shopify's APIs

Jr. Shopify Developer  
**HRVST | Part Time Contract**

JAN 2018 – JUN 2019

### **Responsibilities**

- Worked as a junior developer at HRVST, managing and completing tasks using Asana to ensure efficient project workflow and timely delivery.
- Contributed to the development of multiple WordPress sites, enhancing my skills in theme customization, plugin integration, and website optimization.
- Successfully delivered my first Shopify project, gaining experience in Shopify theme development and app integration while collaborating with senior developers.

### **Skills**

Shopify Liquid Templating, JavaScript & jQuery, HTML/CSS, Version Control (GIT), Troubleshooting & Debugging, Performance Optimization, Theme Customization, Understanding of Shopify's APIs

Sr. WordPress Engineer  
**Apricotlaw | Fulltime Contract**

JAN 2015 – JAN 2017

### **Responsibilities**

- Led a team of 10 developers as a Senior WordPress Engineer at Apricotlaw, managing project workflows and task distribution using Asana.
- Set up WordPress themes in GIT, organized the codebase into branches, and assigned module-specific tasks to developers for efficient collaboration.
- Worked closely with designers to review project designs, providing accurate time estimates for development and ensuring timely delivery.
- Ensured developers implemented module-based responsive CSS, optimizing site performance and enhancing user experience across devices.
- Focused on SEO optimization, enforcing best practices to improve page load times and search engine rankings.
- Optimized existing WordPress sites using Advanced Custom Fields (ACF), streamlining content management and improving site flexibility for clients.
- Implemented performance improvements, including image optimization, caching, and reducing unnecessary scripts to ensure high site speeds.
- Monitored project progress, conducted code reviews, and ensured the final product met both design and functional requirements, delivering high-quality websites.
- Spearheaded the setup and management of modular CSS development, ensuring clean, scalable, and performance-focused code that reduced technical debt.
- Led efforts to optimize legacy WordPress sites through custom ACF fields, reducing page load times and improving site structure for SEO and user experience.

### **Skills**

Project Management, JavaScript & jQuery, HTML/CSS, WordPress Development, Version Control (GIT), Troubleshooting & Debugging, Performance Optimization, Theme Customization, Time Estimation and Client Communication, SEO and Performance Optimization

WordPress Engineer  
iPlex | Onsite Fulltime

APR 2011 – MAR 2015

### Responsibilities

- Cultivated the WordPress team to develop advanced websites and web apps.
- Communication with the client and gather client requirements.
- Take charge of the project and communicate with the customer until the project finished.
- Mentored incoming WordPress and JavaScript talent.
- Assigning the roles and tasks to developers.
- Developed WordPress themes with user-friendly interfaces, rich user experience, and performant code.
- Daily scrum with the team and weekly with the Project Managers.
- Successfully delivered visually appealing websites with smooth animations in HTML5, CSS3, and Javascript.

### Skills

Project Management, JavaScript & jQuery, HTML/CSS, WordPress Development, Version Control (GIT), Troubleshooting & Debugging, Performance Optimization, Theme Customization, Time Estimation and Client Communication, SEO and Performance Optimization

## EDUCATION

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Master in Computer Science  
Foundation University, Pakistan

2017 – 2019

Bachelor of Computer Science  
University of the Punjab, Pakistan

2005 – 2009