SYED RIZWAN KHAN

SENIOR CMS DEVELOPER | WORDPRESS TEAM LEAD | SHOPIFY & LARAVEL

Karachi, Pakistan | On-site / Hybrid (Karachi) | International Remote
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PROFESSIONAL SUMMARY

Senior CMS Developer and Team Lead with 5+ years of professional experience building, optimizing, and maintaining WordPress, WooCommerce, Shopify, Wix, and Squarespace websites. Skilled in converting Figma, Lovable, AI-generated, and React/HTML designs into responsive, editable WordPress websites and delivering custom PHP/Laravel solutions and integrations. Lead cross-functional CMS delivery involving quality assurance, performance, technical SEO, hosting, and security.

CORE TECHNICAL SKILLS

CMS & Page Builders: WordPress, WooCommerce, Shopify, Wix, Squarespace, Elementor, Divi, WPBakery, Beaver Builder

Development & UI: PHP, Laravel, HTML5, CSS3, JavaScript, jQuery, Bootstrap, Tailwind; responsive development, theme/plugin customization

Design to CMS: Figma to WordPress, Lovable/AI websites to WordPress, React/HTML frontend to editable WordPress

eCommerce & Integrations: Payment gateways, subscriptions, SMTP/transactional email, CRM, analytics, WooCommerce configuration

Performance, SEO & Infrastructure: Core Web Vitals, PageSpeed Insights, caching, CDN, image optimization, technical/on-page SEO, website security, backups, VPS, cloud hosting, cPanel, DNS, SSL, deployments

PROFESSIONAL EXPERIENCE

Team Lead CMS Developer | Legacy Tech | Mar 2022 - Present

- Lead WordPress/CMS website delivery, coordinating with designers, QA, and project managers from requirements and scoping through launch and maintenance.
- Convert Figma layouts and AI-generated or React/HTML frontends into responsive, editable WordPress sites using Elementor and other page builders.
- Customize WordPress themes, plugins, and WooCommerce functionality; implement payment, subscription, SMTP/email, analytics, and third-party integrations.
- Improve loading performance and Core Web Vitals through caching, image/asset optimization, and targeted theme/plugin changes; apply technical and on-page SEO practices.
- Manage VPS/cloud hosting, cPanel, DNS, SSL, deployments, backups, security, and production troubleshooting; mentor developers and review website quality.

Frontend UI Developer | Core Cut Solutions | May 2021 - Feb 2022

- Built responsive eCommerce websites, landing pages, and conversion-focused interfaces; implemented design mockups in cross-browser layouts.
- Customized WordPress themes and plugins, collaborated with designers and backend teams, and performed maintenance, UI testing, and troubleshooting.

Intern Frontend Developer | CentoSquare | Jan 2021 - Apr 2021

- Redesigned the company website and built mobile-responsive pages using HTML, CSS, and Bootstrap; supported consistent components and browser compatibility.

SELECTED WEBSITE PROJECTS

WordPress: asfriflemagazines.com | dcssportscomplex.com | jmcuuc.com

Shopify: arnysbagels.com | templesox.com | getbetterkind.com

EDUCATION

BS, Software Engineering | Usman Institute of Technology | 2016 - 2020