

MUHAMMAD AYAZ

WordPress & WooCommerce Developer

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SUMMARY

WordPress and WooCommerce developer with 4+ years of production experience. I build custom plugins, WooCommerce extensions and API integrations, and I harden sites against OWASP findings. I have delivered for US, UK and UAE clients across logistics, healthcare, retail and education, owning projects from requirements through deployment and handoff.

CORE SKILLS

- **WordPress & WooCommerce:** Custom plugins and themes, hooks and filters, WP-Cron, REST API, WC Subscriptions, Gutenberg blocks, WP-CLI, Multisite
- **Page builders & content:** Elementor Pro, ACF, JetEngine, Divi, LearnDash
- **Integrations:** REST, SOAP/XML, OData, Gravity Forms, Zapier, Google Maps API, HubSpot, GoHighLevel, webhooks
- **Performance & SEO:** Transient caching, change detection to cut DB writes, Yoast SEO, GTM/GA4
- **Security:** OWASP remediation, CSP/HSTS, CSRF nonces, Cloudflare, AES-256-CBC
- **Backend & tools:** PHP 8/OOP, MySQL/wpdb, Laravel, Composer, Git, Linux/SSH, Shopify/Liquid, JavaScript (ES6+), jQuery, AJAX

EXPERIENCE

Senior WordPress, WooCommerce & Shopify Developer · Metafoid (Remote)

Oct 2025 – Present

- Own full-stack plugin projects for US and international clients, from requirements to production.
- Shipped 6 production systems across 4 industries in 9 months, each replacing a manual or spreadsheet process.
- Built a vehicle-quote platform (WooCommerce, Gravity Forms, Google Maps, Zapier) that cut quote turnaround from ~24 hours to under 30 seconds.
- Built an encrypted inventory sync for a luxury retailer keeping ~2,000 SKUs updated nightly; fingerprint diffing cut sync writes by ~90%.
- Merged two incompatible ATS feeds (OData and SOAP/XML) into one CPT with zero duplicates on a DST-aware cron.
- Remediated a third-party OWASP report with CSP, HSTS, frame/content-type headers and CSRF nonces, then verified each finding.
- Built a WooCommerce Subscriptions per-seat pricing engine for an education platform, overriding recurring prices across cart, checkout, subscription creation and renewals; later fixed a recurring-price double-count and coupon cancellation.
- Delivered patient intake integrations on 2 live PHI-handling forms with zero data-loss incidents and full, searchable API request/response logging for audit traceability.
- Built a LearnDash membership dashboard that replaced 4 separate member pages with one dynamic, per-user view of courses, progress and certificates.
- Delivered Shopify Liquid sections, metafield-driven pricing, Admin GraphQL template updates and a Recharge subscription add-to-cart flow.

Stack: PHP 8, WordPress, WooCommerce, Gravity Forms, REST/SOAP/OData, WP-Cron, Shopify/Liquid, LearnDash, AES-256-CBC

Project Lead / WordPress & PHP Developer · Developers Hub (Pvt.) Ltd, Islamabad

Dec 2024 – Oct 2025

- Built Bookmyhouseparty.com from scratch: a full event ticketing and booking platform with custom booking logic, payment flow and ticket generation. Launched on schedule with live bookings from day one.
- Integrated a Laravel management portal with a WordPress frontend via secure REST API (Griffin Rock Cat Retreat), eliminating double-entry for the client operations team.
- Connected WordPress lead forms to Copper CRM via Zapier, saving ~3 hours/week of manual entry and improving pipeline visibility.
- Delivered 4 custom themes from scratch (semantic HTML5, CSS3, responsive); all passed client UAT on first review with no revision cycle.
- Led delivery on client projects: scoped requirements, set technical direction and handled client communication through launch and handoff.

Stack: PHP, WordPress, Laravel, REST API, Zapier, Copper CRM, JavaScript, CSS3, HTML5

PHP WordPress Developer | Technical Support Engineer · EBRIDGE, Islamabad

Jan 2024 – Dec 2024

- Resolved plugin clashes, compatibility conflicts and performance bottlenecks on production WooCommerce installs used by thousands of global customers, using PHP error logs, debugging tools and local environment replication.
- Handled escalated cases other support tiers could not: API misconfiguration, checkout breakage and theme/plugin conflicts, often reproducing and fixing issues hands-on in staging.
- Authored knowledge-base articles, troubleshooting guides and video walkthroughs that reduced repeat tickets by standardising resolution paths.
- Reported bugs to developers with reproduction steps, flagged structural issues and contributed to plugin stability improvements and release QA.
- Documented user-specific edge cases that revealed patterns the dev team had not caught in internal testing, refining the plugin release process.

Stack: PHP, WordPress, WooCommerce, error logs, debugging tools, REST API, customer support systems

PHP WordPress Developer · EBRIDGE, Islamabad

Mar 2023 – Jan 2024

- Built 10+ custom WooCommerce plugins in OOP PHP to WordPress coding standards: checkout enhancements, dynamic pricing, variation extensions and custom admin UIs.
- Used JetEngine, ACF, custom taxonomies and meta fields for product configurators, conditional pricing and variation-heavy catalogues.
- Refactored plugin architecture (named hook references, standardised sanitisation and validation, selective asset loading), measurably improving load times.
- Ran pre-release QA against the latest WordPress, WooCommerce and PHP versions and major themes/builders (Elementor, Divi, Flatsome); tightened nonce and capability checks to cut post-release bugs.
- Collaborated across teams to keep plugins compatible through rapid WordPress/WooCommerce release cycles without regressions.

Stack: PHP 7.4+, WooCommerce, OOP, hooks and filters, JavaScript, CSS, Elementor, JetEngine, ACF

Web Developer · Kiebit, Mirpur

Oct 2021 – Feb 2023

- Built secure Laravel applications with schema design and migrations, query optimisation and caching, and protection against SQL injection and CSRF.
- Refactored legacy code and worked directly with clients to build full-stack solutions around real business operations, including secure authentication.

SELECTED PROJECTS

- **Healthcare patient intake (Gravity Forms + API):** ran on 2 live PHI forms with zero data-loss incidents and searchable API logging.
- **WooCommerce Subscriptions pricing engine:** per-seat recurring pricing across cart, checkout, subscriptions and renewals.
- **LearnDash membership dashboard:** replaced 4 member pages with one dynamic dashboard.
- **Open source:** wp-quote-engine and wp-inventory-sync on GitHub, showing namespaced OOP, a versioned REST API, request signing and change detection.

Many further client plugins and themes are confidential; architecture available to discuss in interview.

EDUCATION

BS Information Technology · Mirpur University of Science & Technology (MUST)

Graduated Jul 2021 · With Distinction

- Built a strong foundation in web development, database management and software engineering that underpins my plugin architecture and schema design work today.
- Final-year project: Laravel School Management System with role-based access, attendance, grading and fee modules.
- Active in tech societies and student groups: helped organise workshops, tech talks and hackathons that introduced students to emerging technologies and built development skills.