

# Mohammad Ramzan Raza

## Software Engineer

UI/UX Development Enthusiast | CMS Expert | Automation App Builder

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Software engineer with 5+ years delivering high-impact web applications and enterprise sites. I blend deep WordPress expertise (custom themes, plugins, WooCommerce, Elementor Pro/Divi) with full-stack development, but in React.js front ends, Django REST back ends, and cloud deployments on AWS and GCP. I design and ship scalable solutions, own API integrations, manage SEO, and build automation that reduces manual effort. I translate Figma designs into pixel-accurate, performant builds while mentoring teams and driving engineering best practices. Not limited to CMS platforms, I solve product problems end to end.

## TECHNICAL SKILLS

**Languages:** JavaScript, Python, Django, SQL, React js

**Framework:** HTML/CSS/SCSS/JavaScript/jQuery, Bootstrap, jQuery, GSAP

**CMS:** WordPress(Custom theme/Plugin development)/Shopify/Webflow/Wix

**Cloud Platform:** Google Cloud Platform, AWS ( EC2, Lightsail, S3 buket, etc..)

**Tools:** Git, Jira, GitHub, Bitbuket

**Database:** MySQL

## EXPERIENCE

### VinnCorp - Software Engineer (Senior WordPress Developer)

June 2023 - Present

**Develop & Customize:** Spearhead end-to-end WordPress development for enterprise clients, delivering 15+ responsive websites with 99% client satisfaction. Engineered custom WordPress themes/plugins using PHP, JavaScript, and REST APIs, reducing third-party dependency by 40%. Designed and implemented REST API integrations with CRM systems, payment gateways, and third-party services to support lead capture and automation workflows.

**Lead full-stack delivery for enterprise clients:** WordPress sites, headless/react front ends, and custom web applications. Emphasize software engineering practices rather than being limited to a single CMS.

**Design Conversion:** Translated Figma designs into pixel-perfect Website structure, ensuring responsive, interactive, and scalable solutions.

**Animations:** Developed GSAP, jQuery, and Lottie animations to enhance user engagement and interactivity.

**API Integration:** Integrated HubSpot CRM, payments gateway, and delivery API, boosting lead generation by 25% for e-commerce clients. REST API development.

**Optimize Performance:** Optimized website performance using caching, image compression, and CDNs, achieving 50% faster load times.

**Team Leadership:** Mentored junior developers in WordPress best practices, improving team productivity by 30%.

**Collaboration:** Work closely with design, product, and engineering teams to translate UX/UI concepts into fully functional, high-quality web applications.

**Brands that I worked with:**

VinnCorp (WordPress/PHP), [Selldiers.us](#) (WordPress/PHP), dassoBamboo UAE, [Vision Marketing NYC](#), Versatile Group (WordPress/PHP) BIM Solutions UAE, [Candogram](#) (Tailwind CSS)

### SBT Japan Pakistan - Software Engineer (Website Developer)

March 2021 - June 2023

Developed 20+ WordPress/WooCommerce sites, increasing mobile traffic by 20% via mobile-first responsive design.

Enhanced security by implementing Content Security Policy (CSP), reducing vulnerabilities by 60%.

Engineered custom hooks, shortcodes, and post types to expand website features and improve user experience.

Migrated 10+ legacy sites to WordPress, improving SEO rankings by 35% through structured data and schema markup.

Translated Figma designs into pixel-perfect Website structure, ensuring responsive, interactive, and scalable solutions.

Integrated HubSpot CRM, payments gateway, and delivery API, boosting lead generation by 25% for e-commerce clients.

Optimized websites using image optimization, caching, and SEO best practices, ensuring sustained performance improvements.

Collaborated with cross-functional teams to evaluate and implement UX/UI designs, delivering projects on tight deadlines.

**Brands that I worked with:**

- Rex-D (<https://rex-d.com/>),
- Swan Enchanting Home Solution (e-Commerce, Woo commerce)
- Arched Together Cleaning Solution ([www.archedtogether.com](http://www.archedtogether.com))
- AQmdi (PHP, WordPress), Thefinmed (WordPress) , Hygrid Electrical ([hygridelectrical.com](http://hygridelectrical.com)), Pesacar ([pesacarrental.com](http://pesacarrental.com)), MyFixes, EnlitenPath ([enlitenpath.com](http://enlitenpath.com)), Truout Reach ([truoutreach.org](http://truoutreach.org)), Accomplishwaterheaterservice, ORM Systems, Beauty For Ashes,

## EXPERIENCE

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### Soft nation Technologies (SNT) - Junior Software Engineer (Web Developer)

December 2019 - February 2021

Site Optimization: Redesigned client websites using a responsive, mobile-first approach, resulting in a 20% increase in mobile traffic.

Collaboration: Collaborated with designers to implement UX/UI improvements, reducing bounce rates by 18%.

Automation & Efficiency: Automated repetitive data entry tasks using Python and Selenium, reducing processing time from months to weeks.

#### Key Achievements:

Automated data entry workflows using Python/Selenium, reducing manual effort by 200+ hours annually.

## EDUCATION

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### 2015 - 2019 | Usman Institute of Technologies (UIT affiliated with NED UET), Karachi

Bachelor of Computer Science - Software Engineering

- Software development in Object Oriented Programming languages.
- Practical experience in Algorithms and Data Structure.
- Design and Developed the Database and Managed it.
- Practices for writing technical documents.

### 2014 | HSC - Govt. Degree Boys College Gulistan e Jauhar, Karachi

Pre-Engineering

## EDUCATION

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- Leadership & Mentorship: Proven ability to guide teams and drive technical excellence.
- Collaboration: Strong communicator with a track record of effective cross-functional teamwork.
- Problem-Solving: Skilled in debugging, performance optimization, and proactive issue resolution.
- Agile Project Management: Experienced in iterative development and rapid adaptation to evolving project requirements.
- High-Impact Websites: Delivered custom WordPress solutions for multiple clients, consistently achieving enhanced user engagement and improved SEO rankings.
- Process Automation: Developed automation tools that significantly reduced manual data processing times, boosting operational efficiency.
- Elementor, Divi, WPBakery, WooCommerce, PHP, JavaScript, React.js, TailwindCSS, Git, AWS (EC2, Lightsail), GCP instances, Figma.

## PROJECTS

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### Automate Repeated Task

Web Application | 2021

During my experience as a software engineer and web developer, I had the opportunity to automate data entry operations and significantly increase data collection efficiency. Our goal was to reduce the time and effort required for data entry operations from months to weeks. We decided to adopt an automation approach to achieve this objective.

To accomplish this, I developed software that collects data by visiting various sites. This software was developed using the Python Web Framework and a crawler script was created using Selenium. By automating the data entry operations, we were able to reduce the time required and increase efficiency, resulting in a more streamlined and effective process.

### Tech-stack

Python on server-side Backend

Flask - Python Web Framework

Selenium

Pandas - Python library for data manipulation and analysis.

### Note

References provide on request as well as previous projects links