

NIRAV PATEL

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PERSONAL SUMMARY

Experienced Senior Web Developer with over 8 years of expertise in WordPress development & Shopify, full-stack web solutions, and e-commerce platforms. Skilled in theme customization, plugin development, website optimization, and project management, delivering high-performing and scalable websites. Proficient in PHP, HTML5, CSS3, JavaScript, and MySQL, with a strong focus on SEO, security, and user experience. Adept at client communication, problem-solving, and team collaboration to ensure timely and successful project delivery.

SKILLS

- Theme customization and optimization
- Project management
- Plugin development
- PSD to WordPress conversion
- Website deployment
- Domain management
- PHP programming
- HTML5 and CSS3
- JavaScript development
- MySQL management
- WordPress and e-commerce solutions
- Content management systems
- Version control systems
- Problem solving
- Attention to detail
- Task delegation
- Client communication
- Product management strategies
- Conflict resolution
- Complex problem solving
- Documentation and reporting
- Creating and configuring a Shopify store.
- Working with Shopify Liquid
- Understanding when to use third-party apps vs. custom features.
- Shopify Admin & Analytics

EXPERIENCE

06/2023 - Current

Wordpress Team Lead, Simplior, Ahmedabad, India

- Leading WordPress development projects, including custom themes, plugins, and WooCommerce solutions.
- Managing website optimization, speed enhancements, and security improvements.
- Converting designs (PSD/Figma) into fully responsive WordPress websites.
- Overseeing website deployment, domain setup, and hosting configuration.
- Collaborating with clients for requirement analysis and project delivery.

10/2022 - 05/2023

Sr. Wordpress Developer, Third Eye Data, Bangluru, IN

- Developed and customized WordPress websites, including e-commerce platforms and blogs.
- Converted PSD designs into responsive WordPress themes.
- Implemented advanced theme customization and plugin integration for tailored client solutions.
- Optimized websites for performance, SEO, and security.
- Managed deployment, hosting setup, and domain configuration.

12/2016 - 10/2022 **Wordpress Developer, Simplior, Ahmedabad, India**

- Developed e-commerce websites, blogs, and custom WordPress solutions.
- Converted PSD designs to WordPress themes with responsive layouts.
- Customized themes and plugins for client requirements.
- Implemented WooCommerce and payment gateway integration.
- Managed website deployment, domain setup, and hosting configuration.

EDUCATION

01/2016 **B.tech, Computer Science**
Veer Bahadur singh purvanchal university, Jaunpur

01/2012 **High school**
Mangaldeep Vidyalyaya, Ahmedabad

AWARDS

Employee Of the Quarter, 2019

PROJECTS

Arizer

A premium e-commerce website for selling vaporizers and accessories with a modern, responsive design.

- Developed using WordPress, Elementor, and WooCommerce
- Created a custom theme and developed custom plugins
- Integrated a secure payment gateway for seamless transactions
- Implemented WooCommerce for streamlined e-commerce capabilities
- Enabled third-party integrations and API connectivity for seamless data exchange

Skills: Fullstack | Frontend | Git | WPO | CMS | DCO

Universal Car Lifts

An online store specializing in automotive lift kits with advanced customization options.

- Built on WordPress with Blaszk theme customization
- Implemented WooCommerce for e-commerce functionality
- Added custom plugins and integrated a payment gateway

Skills: Fullstack | Frontend | Git | WPO | CMS | DCO

Mr. Nice Guy Glass

A stylish e-commerce platform for glass products, ensuring a smooth and secure shopping experience.

- Developed using WordPress with Blaszk theme customization
- Configured WooCommerce for online store capabilities
- Integrated custom plugins and payment gateway

Skills: Fullstack | Frontend | Git | WPO | CMS | DCO

Simplior

A modern, clean, and responsive website crafted for a professional service-based business, designed to showcase offerings effectively and elevate user engagement.

- Developed using WordPress with Flatsome theme customization
- Integrated custom plugins to boost functionality, performance, and UX
- Utilized security and performance enhancements including speed optimization and SEO best practices

Skills: *Fullstack | Frontend | Git | WPO | CMS | DCO*

KNAPP Connectors

A business website with e-commerce functionality integrated with CRM and newsletter automation.

- Built on WordPress with Avada theme customization
- Synced WooCommerce with Zoho CRM for automated workflows
- Implemented WooCommerce for streamlined e-commerce capabilities
- Enabled third-party integrations and API connectivity for seamless data exchange

Skills: *Fullstack | Frontend | Git | WPO | CMS | DCO*

DefiantWhisky.com

Developed and customized DefiantWhisky.com on Shopify, including theme setup, product catalog, navigation, and checkout flow. Optimized performance, responsiveness, and SEO to deliver a smooth user experience aligned with the brand's identity.

- Developed and customized the DefiantWhisky.com Shopify storefront, including theme setup, product catalog, and checkout flow.
- Implemented responsive design, optimized images, and improved site performance across devices and browsers.
- Configured navigation, content pages, and SEO settings to align with brand storytelling and improve discoverability.
- Collaborated with designers and content creators to ensure consistent visual identity and smooth user experience.

Skills: *Fullstack | Frontend | Git | WPO | CMS | DCO*

PLUGIN ON WORDPRESS.ORG

A lightweight, AJAX-powered subscription plugin built for seamless Sendy integration. Easily embed a customizable newsletter signup form anywhere in your WordPress site using a simple shortcode—ideal for improving user engagement without page reloads.

- Integrated Sendy for email marketing management.
- Embeds AJAX-based form submission for smooth, dynamic user experience.
- Deploy via a minimal shortcode, enabling flexible placement of the form.
- Designed for performance with lightweight architecture.
- Plugin Version 1.1, tested up to WordPress 5.8.11, last updated January 2022.