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SALEEM CHEEMA

Senior Web Developer

About Me

Utilize my experience and skill set to create high-quality, reliable, and secure WordPress websites and custom PHP Web applications, and to serve as a mentor and leader in the WordPress development community. I also strive to stay up to date with the latest technologies and trends in the industry and to continually expand my knowledge and skillset in order to offer the best solutions for my clients.

Personal Details

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Email:
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Location:
Wayne, NJ

HOBBIES

- Sketching
- Photography
- Design
- Movies

Experience

SENIOR WEB DEVELOPER (2017 to Present)

Critical Mass is a web design and digital marketing agency based in 22 cities around the world. They specialize in helping brands create experiences that engage digital customers and deliver measurable business results. Critical Mass uses a customer-centric approach built on insights to create amazing experiences that get results. They offer a wide range of creative services such as website design, user experience and content strategy, digital marketing, media planning, and social media. They also offer mobile application design and development, SEO, and conversion optimization services.

- Worked on theme customization, child themes, fixing bugs, responsive edits, and creating mobile versions of the current theme.
- Project concepts and maintain optimal workflow using Laravel, PHP, HTML, CSS, and JavaScript frameworks.
- Complete detailed programming and development tasks for front-end public and internal websites as well as challenging back-end server code using Laravel, PHP, HTML, CSS, and JavaScript frameworks.
- Carry out quality assurance tests to discover errors and optimize usability.
- Collaborate with the designers to create a nice UI/UX.
- Worked on headless WordPress and Craft CMS.
- Managed a team, distributing tasks and code reviews.
- Cooperate with designers to create clean interfaces and simple, intuitive interactions and experiences.
- Worked on Shopify using liquid and headless Shopify implementation.
- Worked on different CMS solutions like Drupal, Magento, opencart, Joomla, and Webflow.
- Built email flows and campaigns on Klaviyo and ActiveCampaign
- Landing page creation and optimization
- Collaborated with third-party services APIs to integrate features like payment gateway, analytics, and more.
- Developed custom plugins, modules, and extensions to extend existing functionality.
- Built RESTful APIs for mobile apps and websites.
- Optimized website performance and speed by leveraging caching techniques and web performance best practices.
- Worked with content management systems such as WordPress, Drupal, Magento, and Joomla.
- Involved in the development of custom themes and plugins.
- Deployed and maintained websites on cloud hosting platforms such as AWS, DigitalOcean, and Google Cloud Platform.

RELEVANT SKILLS

- Project management
- Strong decision maker
- Complex problem solver
- Headless
- JQuery
- React
- APIs Integration
- Plugins development
- WooCommerce
- Figma to HTML
- Branding
- Illustration
- Photoshop
- Email Templates
- Accessibility
- Creative design
- Innovative
- Service-focused
- WordPress
- Shopify
- Bootstrap
- PHP
- Javacript
- HTML5
- CSS3
- Mobile Responsive
- Cross Browser expert
- Figma/Sketch
- Klaviyo
- Send grid/Mailchimp

KEY SKILLS

- Website Speed Optimization
- Web Accessibility
- SEO Friendly
- Mobile Responsive
- Cross Browser Testing
- Quality Focused
- Fast Learner
- Website Security

SENIOR WORDPRESS DEVELOPER (2014 to 2017)

FIVEJARS is a personal finance app designed to help people manage their money better. The app allows users to quickly and easily move money between five different accounts—Savings, Checking, Emergency, Retirement, and Investment—to help optimize savings and give users a better handle on their finances. It also provides users with insights into their spending habits, letting them quickly and easily see where their money is going.

- Built custom responsive themes from scratch, based on provided Sketch/PSD/AI files.
- Worked on theme customization, child themes, fixing bugs, responsive edits, and creating mobile versions of the current theme.
- Worked on different CMS solutions like Drupal, Magento, opencart, Joomla, and Webflow.
- ACF / Custom theme pages.
- PHP, Bootstrap, JavaScript, jQuery implementation.
- WooCommerce - installation, integrated with the theme, payment methods integration, frontend, and backend customizations.
- Worked on Webflow projects.
- Import/Export (MySQL database, users, posts, pages, and custom post types, etc.)
- Migration of websites from server to server.
- Worked on Speed optimization, SEO optimization
- Integrated third-party services in websites from carts to learning systems.

WORDPRESS DEVELOPER (2010 to 2014)

AMP AGENCY is an integrated marketing and technology agency headquartered in Boston. Founded in 2004, its team of more than 400 employees helps global brands create innovative digital marketing and communications strategies. The agency provides a range of services, including insights and analytics, creative, content, media, social, and demand generation. The agency has received numerous awards, including being named the Top Interactive Agency in the U.S., Top U.S. B2B Agency, and Best In-House Agency.

- WordPress theme customization and development from scratch.
- Worked on WordPress visual builders such as DIVI, Elementor, and Visual Composer and premium themes such as DIVI, BeTheme, AVADA, and Jupiter.
- Worked on popular WordPress plugins such as Woocommerce, Advanced Custom Fields, Slider Revolution, Contact Form 7, and MailChimp for WordPress.

References

Will be submitted on demand

- Website speed optimization for best score in Google Speed Insights, GTmetrix, and Pingdom.
- JavaScript, jQuery, and AJAX to create visual effects, animations, and filters.
- Created pages using HTML, CSS, SASS, and Bootstrap framework. Optimizing websites for mobile, and retina displays, using CSS media queries.
- Implemented best practices in performance optimization (image optimization tools, sprites, Compressing CSS files, etc.).
- Worked on tools like Photoshop, Invision, Zeplin, Adobe XD, and Figma.
- Defined processes for requirements gathering and development.

Education

Rochester Institute of Technology
BS (Computer Science)