

Shahid Ali

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ABOUT MYSELF

Creative and results-driven Software Developer with 5+ years of experience building fast, scalable websites and web apps. Expert in problem-solving, modern frameworks, and user-focused design, delivering impactful, high-performance digital solutions that drive growth.

PROFESSIONAL EXPERIENCE

SPIRAL CLICK (SDS)

Web Developer

Islamabad, Pakistan

04/2021–Present

I've successfully delivered high-performance, responsive web applications using **React.js**, **Next.js**, and modern front-end stacks, applying advanced patterns like hooks, context, code-splitting, and scalable component architecture. I've also led and contributed to custom **WordPress development**, including theme and plugin customization, **headless CMS integrations**, and optimization for **SEO** and performance. Skilled in collaborating within Agile teams, I've managed sprints, reviewed code, and worked closely with designers, QA, and backend developers to ensure smooth delivery. By **leveraging AI tools**, **CI/CD pipelines**, and best practices in accessibility, API integration, and responsive design, I've continuously improved both the quality of my code and the impact of the solutions delivered.

DIGINOS/WHATSALES

Web Developer

Islamabad, Pakistan

11/2019–04/2021

Led and delivered high-performing, **SEO-optimized websites** across **WordPress**, **Webflow**, **Shopify**, and more tailored to global client needs. Built scalable, responsive front-end interfaces with **React.js**, **Tailwind**, and **JavaScript**, and **customized back-end functionality** using **PHP**, **ACF**, and **CMS tools**. Improved performance, engagement, and conversions through clean architecture and seamless integrations. Gained strong cross-platform experience, deepened **UI/UX** and full-stack skills, and successfully managed projects end-to-end with a focus on results.

TAB ON TECH

Web Graphic Designer

Islamabad, Pakistan

08/2019–11/2019

Enhanced the visual presentation of **Shopify** and eBay storefronts by optimizing product imagery for **web performance** and design consistency. Created UI-aligned graphics, **social media content**, and branding materials that supported front-end aesthetics, improved user engagement, and reinforced digital brand identity.

INTERACTIVE SOLUTIONZ

Web Developer

Islamabad, Pakistan

08/2019–11/2019

Contributed to the design and development of business and e-commerce websites using **WordPress**, **Joomla**, **Bootstrap**, and **Shopify**. Gained hands-on experience with **PHP CRUD operations** and core web design principles while building practical, user-friendly layouts. Strengthened front-end skills by implementing key functionalities with **HTML**, **CSS**, **Bootstrap**, **jQuery**, and **WordPress customization**.

SKILLS & INTEREST

Front-end: HTML, CSS, Bootstrap, Sass, Tailwind, Shadcn/ui, Ant Design, Chakra UI, MUI, JavaScript(ES6+), jQuery, TypeScript, React JS, Redux, GSAP, Context API, Rest APIs, Next JS

Back-end: PHP, SQL, Mongo DB

Graphic: Adobe Photoshop, Adobe Illustrator, XD, Figma, Canva, Filmora

CMS & Others: GitHub, GitLab, CI/CD, MailChimp, HubSpot, Jira, Trello, Slack, Asana, Wunderlist, Google Analytics, Google Search Console, WordPress, Joomla, Wix, Framer, Shopify, Webflow, Headless CMS, Postman

EDUCATION

ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD

2016 – 2018

Bachelor of Commerce

MODEL POST-GRADUATE COLLEGE H-8 ISLAMABAD

2013 – 2015

Intermediate of Computer Science

PROJECTS

SEA DUBAI | www.seadubai.com | Spiral Click | WordPress + React JS

Short description of project objectives

- Led development of a bilingual tourism platform using React.js, Redux Toolkit, and React i18n.
- Implemented dynamic routing, REST API integration, and personalized dashboards with protected routes.
- Managed multi-step registration with React Hook Form and Joi validation.
- Utilized Material UI for UI design and Google Maps API for dynamic location data.

HEDAYAH | www.hlv2.scdwsites.com | Spiral Click | WordPress + React JS

Short description of project objectives

- Built a headless CMS using WordPress REST API and React.js for fast, scalable web apps.
- Used ACF and custom database tables with tailored API routes for flexible, efficient content delivery.
- Developed a dynamic React UI with category, collection, tag based filtering for personalized content.
- Created a custom WordPress admin interface for easy content management within the headless setup.
- Implemented role-based access, conditional rendering, and optimized API integration for performance.
- Delivered modular, reusable components following best practices for maintainability and scalability.

LEVEL ACCESS | www.levelaccess.com | Spiral Click | Custom WordPress

Short description of project objectives

- Developed custom blocks for flexible UI variations and easier content management.
- Ensured ARIA standards for accessibility and inclusivity.
- Optimized layout for responsive design across all devices.
- Integrated HubSpot forms to enhance marketing capabilities

SRELING LEXICON | www.sterlinglexicon.com | Spiral Click | Custom WordPress

Short description of project objectives

- Built dynamic WordPress sites using ACF for flexible content and GSAP animations for smooth, engaging UI/UX.
- Optimized performance with custom PHP and interactive effects for fast, intuitive user experiences.

ARY | www.aryjewellery.scdwsites.com | Spiral Click | Custom WordPress + WooCommerce

Short description of project objectives

- Built a custom WooCommerce store with tailored product layouts, filters, and checkout experience.
- Customized templates using PHP, hooks, and ACF for flexible product data and dynamic sections.
- Delivered a fast, mobile-optimized, and SEO-friendly store with clean UI and smooth navigation.