

# VIKAS KUMAR

## Senior Frontend / WordPress Developer (6.5+ Years Experience)

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buildwithvikas.in

### Professional Summary

Senior Frontend & WordPress Developer with 6.5+ years of experience building 400+ high-performance, SEO-optimized websites across WordPress, WooCommerce, Webflow, Shopify and React.js. Specialized in Core Web Vitals optimization, custom theme & plugin development, page speed performance, UI/UX implementation, and hosting migrations. Proven track record of leading teams, improving delivery processes, and building scalable, conversion-focused digital products for clients in Australia, USA, and India.

### Technical Skills

**CMS & Builders:** WordPress (Elementor, Divi, WPBakery, Gutenberg), Webflow, Shopify, WooCommerce, Wix, Squarespace

**Languages:** HTML5, CSS3, JavaScript, PHP

**Frameworks/Libraries:** React.js, Tailwind CSS, Bootstrap

**Tools:** WP Rocket, Perfmatters, Git/GitHub

**Development:** Custom Theme & Plugin Development, Speed Optimization

**Hosting/Deployment:** cPanel, DNS, SSL, Website Deployment & Hosting Management

### Experience/Projects

#### Senior WordPress Developer

Nov 2021 – Present

Oz Digital BPO India Pty Ltd

- Delivered 120+ WordPress, Webflow & WooCommerce websites annually, managing full development from requirements to deployment.
- Led a 6-member developer team, improving delivery timelines by 20–25% and raising code quality standards.
- Built custom WordPress plugins, Gutenberg blocks, and custom themes tailored to complex client requirements.
- Improved website performance scores from 40–50 → 95+ on Google PageSpeed through Core Web Vitals improvements.
- Integrated payment gateways, CRMs, lead systems & booking APIs for advanced website functionality.
- Worked closely with UI/UX and SEO teams to develop pixel-perfect, mobile-first, SEO-focused web interfaces.
- Managed website launches, DNS setups, server configurations, and ongoing technical maintenance.

#### Senior Frontend Developer

Jun 2019 – Sep 2021

Tentackles Strategic Design Pvt Ltd

- Built 30+ responsive websites & landing pages using HTML, CSS, JavaScript, Bootstrap.
- Converted Figma/PSD/UI mockups into pixel-perfect, semantic, SEO-friendly web pages.
- Developed custom WordPress themes using PHP, JavaScript & ACF.
- Designed email templates compatible with Gmail, Outlook & Apple Mail.
- Implemented interactive UI animations, improving user engagement & time-on-page.
- Ensured cross-browser compatibility and mobile responsiveness for all projects.

### Project Highlights

#### MEDGRD – WooCommerce | medgrd.com.au

Custom WooCommerce store with advanced filtering, optimized product pages, schema markup & secure checkout.

#### Solar Masters – Webflow | solarmasters.com.au

High-converting Webflow website optimized for fast performance, mobile responsiveness & lead generation.

#### Alibaba Kebabs – WooCommerce | alibabakebabs.com.au

Mobile-first restaurant ordering system with custom menu, cart flow and performance optimization.

### Awards & Recognition

Best Team Award – 2022 & 2023

Best Client & Manager Award – 2024

Promoted to Team Manager – 2024

Career Path: Junior Developer → Frontend Developer → Senior Developer → Team Manager

### Education & Certifications

Bachelor of Arts (2021) – Delhi University

WordPress Developer Certification – Udemy

Web Development Fundamentals – Udemy