SAFDAR K

Web Developer — Custom WordPress · PHP · Next.js · Technical SEO · Performance

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Nationality: Indian · Visa: Employment visa · Availability: Immediate · UAE driving licence

PROFESSIONAL SUMMARY

Website developer with 4.5+ years in Dubai who raised Google PageSpeed Insights scores from 27 to 97 through Core Web Vitals optimisation. Specialises in custom WordPress development in PHP, JavaScript and MySQL (bespoke themes, child themes, plugins and Advanced Custom Fields, built in code rather than page builders), PHP campaign landing pages and Next.js sites, including a Web Excellence Award–winning WordPress build. Implements technical SEO (structured data, redirects, canonical tags, XML sitemaps) and GA4, Google Tag Manager and Search Console conversion tracking. Integrates ERP lead forms, payment, shipping and booking tools, REST APIs and webhooks; maintains staging, backups and updates, and manages hosting, DNS and SSL at 99.9% uptime. Working experience customising Shopify themes in Liquid and maintaining WooCommerce stores. Skilled in AI agent workflows, using Claude Code, Claude, MCP servers and connectors to cut website build time from one week to two days.

CORE SKILLS

WordPress & CMS: WordPress (custom themes, child themes, plugin development, Advanced Custom Fields), Payload CMS, headless CMS

E-commerce (working experience): Shopify (Liquid theme customisation), WooCommerce

Languages: PHP, JavaScript (ES6+), HTML5, CSS3, MySQL / SQL

Frameworks & Libraries: Next.js, React, Laravel (Blade), jQuery, Tailwind CSS, Bootstrap, GSAP

Performance & Technical SEO: Core Web Vitals, Google PageSpeed Insights, GTmetrix, structured data / schema, 301 redirects, canonical tags, XML sitemaps, on-page SEO, Screaming Frog, website audits, mobile usability

Analytics & Tracking: GA4, Google Tag Manager, Google Search Console, conversion tracking

Integrations: REST APIs (Axios/Fetch), webhooks, ERP and lead-form integration, payment, shipping and booking integrations, transactional email (Laravel Mail, MJML, Litmus)

Hosting & Maintenance: hosting, domains, DNS, SSL, staging environments, backups, WordPress core and plugin updates, Git/GitHub, Vercel, Netlify

Tools: AI agents and AI-assisted development (Claude Code, Claude, MCP servers, connectors), Figma

PROFESSIONAL EXPERIENCE

Web Developer — AIIMS Group

January 2026 – Present · International digital marketing agency

- Optimised Core Web Vitals and front-end performance across WordPress and Next.js projects, raising Google PageSpeed Insights scores from 27 to 97.
- Built and maintained 50+ client websites, from campaign landing pages to fully custom builds, across education, healthcare, e-commerce and other sectors, managing multiple projects concurrently to agency deadlines.
- Developed custom WordPress themes, child themes and plugins in PHP with Advanced Custom Fields (ACF), giving clients flexible, editable content without relying on page builders.
- Delivered the Nurtured Education & Care website on a bespoke WordPress build, recognised with a Web Excellence Award.
- Carried out technical and on-page SEO audits and implemented fixes, including structured data/schema, 301 redirects, canonical tags, XML sitemaps, keyword optimisation and content updates, to improve search visibility.
- Configured and tested GA4, Google Tag Manager and Google Search Console, including conversion tracking for marketing campaigns.
- Implemented payment, shipping and booking integrations and webhooks; maintained staging environments, backups, and WordPress core and plugin updates.
- Developed PHP landing pages for marketing campaigns, and built component-based Next.js and Tailwind CSS sites integrated with Payload CMS and the agency's internal CMS.
- Customised Shopify themes in Liquid to build collections and seasonal campaign landing pages for e-commerce clients including House of Perfumes; maintained WooCommerce stores.

- Introduced AI agent workflows (Claude Code, Claude, MCP servers and connectors) into development and maintenance, cutting typical website build time from about one week to two days and raising output to two landing pages and four website updates per day, with fewer bugs and revision rounds.

Front End Developer — BAMX Developers

July 2024 – July 2025 · World Trade Center, Dubai · Dubai real-estate developer

- Integrated website lead forms with the company ERP in real time, cutting manual data entry by 70% and lead response time from 48 hours to under 10 minutes.
- Built a responsive property marketplace from scratch in Laravel (Blade), JavaScript (ES6), Bootstrap 5 and REST APIs, with advanced search filters, interactive maps, an instant valuation tool and agent dashboards; improved page load speed by 40%.
- Built backend features in Laravel and MySQL: user authentication, routing, API endpoints and storage for property listings, enquiries and transactions.
- Managed web hosting, domains, DNS and SSL certificates, maintaining 99.9% website uptime.
- Built a responsive transactional email suite (welcome, verification, password reset, property alerts) with Laravel Mail, tested in Litmus; reached 98% deliverability and lifted open rates from 32% to 54%.

Website Developer — TNC IT Solutions LLC

April 2022 – June 2024 · Business Bay, Dubai

- Redesigned company and client websites (UI/UX, site speed, on-page SEO), increasing organic traffic by 85% and lead conversion by 60%.
- Kept Google PageSpeed scores at 90+ on mobile and desktop through image compression, lazy loading, caching and minification; held page-1 Google rankings for 20+ high-value keywords.
- Fixed 50+ UI/UX issues on legacy client sites (mobile layouts, slow CTAs, accessibility gaps), raising mobile conversion by 45% and cutting bounce rate from 68% to 29%.
- Built marketplace websites and landing pages with JavaScript, Bootstrap and GSAP, increasing user engagement by 65%.
- Consumed REST APIs with JavaScript (Axios/Fetch) to load listings and blog content without page reloads.

SELECTED LIVE WEBSITES & STORES

- **Nurtured Education & Care (WordPress)** — nurturededucationandcare.com.au — Built the custom WordPress theme with ACF. Winner of a Web Excellence Award (we-awards.com/winner/nurturededucation-care).
- **House of Perfumes (Shopify)** — houseofperfumes.com — Customised the Shopify theme in Liquid to build collections and seasonal campaign landing pages for a perfume e-commerce brand.
- **Bexley Podiatry (Next.js)** — bexleypodiatry.com.au — Built the website for an Australian podiatry clinic.
- **Hortculture (Next.js)** — hortculture.com.au — Built the website for an Australian client.

EDUCATION

Bachelor of Computer Applications — Acharya Institute of Graduate Studies (Bangalore University), Bangalore, India — 2019

CERTIFICATIONS

- Claude Code 101 — Anthropic
- JavaScript Algorithms and Data Structures — freeCodeCamp