

UDDHAV SHRIMALI

WordPress Developer | Full Stack Web Developer

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[GitHub](#)

PROFESSIONAL SUMMARY

Results-driven Web Developer with 3+ years of professional experience designing, building, and optimizing high-performance WordPress and Shopify solutions for domestic and international clients. Expert in custom plugin development, theme engineering, WooCommerce, REST API integrations, and eCommerce storefront development using PHP, JavaScript, and Liquid. Proven ability to deliver measurable outcomes — including 30% reductions in page load times and 25% improvements in user engagement — by applying performance-first development principles, SEO best practices, and clean, scalable code architecture. Adept at collaborating with cross-functional teams to ship production-quality web projects on time and within scope.

TECHNICAL SKILLS

CMS & eCommerce: WordPress, Shopify, WooCommerce

Frontend: HTML5, CSS3, JavaScript (ES6+), jQuery, Bootstrap 5, Liquid (Shopify)

Backend: PHP 8+, MySQL, REST APIs, JSON

WordPress Expertise: Custom Plugin Development, Theme Development, Gutenberg, ACF, Elementor, WPBakery, Page Builders

Developer Tools: Git, GitHub, Shopify CLI, VS Code, Composer

Performance & SEO: Core Web Vitals Optimization, Caching, Image Optimization, Rank Math, Yoast SEO, Google Analytics

AI Tools: Claude, ChatGPT, Gemini, Antigravity

Design & Collaboration: Figma, Canva, Adobe Illustrator

Soft Skills: Problem Solving, Cross-functional Collaboration, Technical Documentation, Agile/SDLC

Languages: English (Fluent), Hindi (Native), Gujarati (Communicative)

WORK EXPERIENCE

WordPress Developer | *iSpark IT Services Pvt. Ltd.*

March 2023 – Present

- Engineered and maintained custom WordPress and Shopify websites for 10+ domestic and international clients, consistently delivering projects on schedule and within scope.
- Architected responsive, performance-optimized websites that improved average user engagement metrics by approximately 25% and reduced bounce rates across client portfolios.
- Developed custom WordPress plugins and themes from scratch, implementing OOP architecture, PSR-4 autoloading, and REST API layers for scalable, maintainable codebases.
- Built Shopify storefronts using Liquid templating, custom theme sections, and app integrations — improving merchant conversion flows and reducing cart abandonment.
- Integrated third-party REST APIs and payment gateways (including Razorpay, Stripe) into WordPress and WooCommerce ecosystems, enabling seamless transactional workflows.
- Executed on-page SEO strategies (structured data, meta optimization, Core Web Vitals) that elevated client websites to Page 1 Google rankings across multiple target keywords.
- Diagnosed and resolved performance bottlenecks through caching configuration, image optimization, and script deferral — reducing average page load times by approximately 30%.

- Utilized Google Analytics and Search Console to deliver data-driven performance reports and actionable UX recommendations to stakeholders.
- Designed and deployed high-converting marketing landing pages, increasing lead generation through conversion-rate optimization techniques.
- Collaborated cross-functionally with UI/UX designers, QA engineers, and project managers in an Agile environment to deliver quality-assured web products.

WordPress Developer — Intern | *iSpark IT Services Pvt. Ltd.*

January 2023 – March 2023

- Completed intensive professional training in WordPress core, modern PHP, and full-stack web technologies, accelerating onboarding to a production developer role within 3 months.
- Built responsive websites using HTML5, CSS3, Bootstrap, JavaScript, PHP, and WordPress, contributing to live client projects under mentor supervision.
- Assisted senior developers with theme customization, plugin configuration, site testing, deployment pipelines, and post-launch maintenance.
- Gained practical experience in CMS content management, website auditing, and translating client business requirements into technical specifications.

Java Developer — Intern | *Xipra Technology Pvt. Ltd.*

October 2019 – April 2020

- Contributed to Java desktop application development, working with MySQL databases and participating in both Java and C++ feature implementations.
- Applied Software Development Life Cycle (SDLC) and Agile methodologies under senior engineer mentorship, building a strong foundation in structured software engineering practices.

EDUCATION

Bachelor of Engineering, Computer Engineering

2020 – 2023

Gujarat Technological University | CGPA: 7.84 / 10

Diploma in Computer Engineering

2016 – 2020

Gujarat Technological University | CGPA: 7.77 / 10

CERTIFICATIONS

- [Solution Architecture](#) — June 2025
- [Product Management](#) — June 2025
- [Data Analytics](#) — June 2025