

Maheen Irfan

maheen.irf@gmail.com | [+923018474062](tel:+923018474062) | [in/maheenirfan-wpdev](https://in.maheenirfan-wpdev.com)

WordPress developer and UI-focused web designer with 4+ years of experience building responsive websites using WordPress, Elementor Pro, HTML5, CSS3, JavaScript, WooCommerce, JetEngine, and ACF. Experienced in landing pages, service websites, custom WordPress solutions, and translating design into polished, user-friendly websites.

WORK EXPERIENCE

WordPress Developer

Serve Tech Global | Karachi (Remote) | *Sep 2024 – Jun 2025*

- I developed and designed multiple websites and cloned the Figma designs with the help of Elementor. Built dynamic systems of search mega menu, filtering, and custom post type, e-commerce store, membership systems, and an AI tools directory.
- I used Elementor Pro, JetEngine, ACF, RankMath/Yoast, and AI Tools to streamline development and improve efficiency.
- That reduced development time, improved web vitals, and seo performance. It helped me to deliver high-quality projects on time in a remote working environment.

WordPress Developer

POSALE – Soft Solutions | Sargodha (Remote) | *Aug 2023 – Aug 2024*

- I designed and developed various websites for Posale, tailored to their specific purposes. I professionally formatted the content for each site and created multiple WooCommerce and Shopify stores for retailers to sell software.
- I ensured smooth functionality, maintained optimization, and kept the websites up to date.

WordPress Web Developer

Adroity Smart Homes | Sargodha, Pakistan | *Jun 2021 – Nov 2021*

- Assisted in designing and developing websites from the start and implemented ui updates and seo improvement using wordpress seo practices and UI techniques. Enhanced website usability and visibility.

CORE SKILLS

WordPress Development: WordPress, Elementor Pro, Theme & Plugin Customization, WooCommerce, Website Maintenance, Troubleshooting, Performance Optimization

Web Development: HTML5, CSS3, Basic JavaScript, PHP (WordPress-level), MySQL

Design & UI: Responsive Web Design, UI/UX Design, Landing Page Design, Website Redesign, Conversion-Focused Design, Figma

Dynamic WordPress: JetEngine, Advanced Custom Fields (ACF), Dynamic Content, Custom Templates, Dynamic Filters, Custom Search

CERTIFICATIONS

1. WordPress Development – Digiskills (2019) ([link](#))
2. SEO (Search Engine Optimization) – Digiskills (2020) ([link](#))
3. Technical Development – E-rozgar (2022) ([link](#))
4. Foundations of UX Design – Coursera / Google Certification Program (Dec 2025 – Jan 2026) ([link](#))
5. E-Commerce + Facebook Marketing – E-rozgaar Center Mianwali (2023)

ACHIEVEMENTS

- Employee Of The Month – Serve Tech Global | 2024 ([link](#))
- Microsoft Office Specialist | 2017

SELECTED PROJECTS

- [Power of Change](#)
Executive coaching & leadership brand — custom layouts with Elementor Pro, conversion-focused design.
- [Cheffuegos](#)
Luxury private chef booking site with Typeform integration and bespoke UX.
- [In Your Face Media](#)
Full website redesign improving layout clarity, responsiveness, and Core Web Vitals scores.
- [ESCD](#)
Professional dentistry organization portal with content-heavy structure and intuitive navigation.

EDUCATION

BS in Software Engineering

University of Sargodha | 2017 – 2021 | GPA: 3.05