

Abinash Kumar

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SUMMARY

WordPress and PHP Developer (2+ yrs) with expertise in custom themes, plugins, WooCommerce, REST APIs, and performance optimization.

EDUCATION

ABDUL KALAM TECHNICAL UNIVERSITY

BTECH | INFORMATION TECHNOLOGY

CGPA - 8.35

June 2024 | Lucknow

SKILLS

PROGRAMMING

CMS & eCommerce:

• WordPress • WooCommerce • Shopify • Liquid

Backend:

• PHP • Laravel • MySQL • REST APIs • Node.js

(Express) • MongoDB

Frontend:

• HTML5 • GSAP • Three.js • Tailwind CSS • React

WordPress Expertise:

• Custom Plugins • Theme Development • Gutenberg

Blocks • Hooks & Filters • CSS3

SEO & Performance:

• Technical SEO • On-Page SEO • Schema • Core Web

Vitals • Page Speed • Caching

LIVE PROJECTS

IFP WORLD [LINK](#)

- Enterprise WordPress site with custom CMS workflows, plugins, SEO, and performance optimization; rebuilt from a paid theme to a fully custom design.

WordPress, PHP, Custom Plugins, MySQL, REST APIs, Technical SEO, Performance Optimization

DREAM BEAUTY [LINK](#)

- WooCommerce store with optimized checkout, scalable catalog, performance tuning, and technical SEO.

WordPress, WooCommerce, PHP, MySQL, Payment Gateways, Performance Optimization, Technical SEO

GENSIGMA [LINK](#)

- High-performance corporate WordPress website with secure backend architecture, scalable content structure, and SEO-optimized pages for fast loading and long-term maintainability.

WordPress, PHP, MySQL, Custom Themes, Core Web Vitals, Technical SEO

EXPERIENCE

PEDALS UP | SDE 1

Nov 2024 – Jan 2026 | Ahmedabad

- Led backend development for WordPress & Shopify platforms serving 10K+ monthly users.
- Built custom WordPress plugins (PHP) and designed REST APIs, database schemas, and access control.
- Developed Laravel backend services for dashboards and data processing.
- Customized Shopify themes using Liquid + JavaScript and integrated payment gateways and third-party APIs.
- Improved performance by 30–40% and owned technical SEO (site structure, metadata, schema, Core Web Vitals).

WordPress, PHP, Laravel, Shopify, Liquid, MySQL, REST APIs, Technical SEO, Performance Optimization, Git

VISTAAR WEBX | WEB DEVELOPER

Feb 2024 – Oct 2024 | Bhopal

- Delivered 10+ WordPress & Shopify websites for eCommerce and corporate clients.
- Built custom WordPress themes and lightweight PHP plugins.
- Developed WooCommerce & Shopify stores, optimizing product, cart, and checkout flows.
- Implemented Liquid-based Shopify customizations for templates and backend workflows.
- Led SEO & performance optimization (page speed, Core Web Vitals, metadata, site structure).

WordPress, PHP, WooCommerce, Shopify, Liquid, MySQL, Technical SEO, Performance Optimization, Git

VISANKA TECHNO. PVT. LTD. | BACKEND DEVELOPER

Oct 2023 – Dec 2023 | Remote

- Developed backend services using Node.js, Express, MySQL, and JavaScript.
- Optimized APIs, improving response times by ~20%.
- Performed API testing with Postman to ensure reliability, performance, and security.

Node.js, Express, MySQL, JavaScript, REST APIs, Postman, Git

ACHIEVEMENTS

- Leetcode programmer 600+ problems solved : [link](#)
- Open-Source. Over 90+ Repositories created with awesome projects and contributing open-source : [link](#)
- My latest survey paper, 'Telecom Churn Prediction using Deep Learning Techniques: A Comprehensive Survey', has recently published by IEEE. [link](#)

CERTIFICATES

- A month long challenge conducted by Digital Ocean every year which encourages developers to contribute to open source. Successfully got 7 pull requests merged into different repositories :[link](#)