MUHAMMAD UMAIR

Senior WordPress & Shopify Developer | Full Stack Engineer | Technical Team Lead

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PROFESSIONAL SUMMARY

Senior WordPress and Shopify Developer and Technical Team Lead with 4+ years of experience delivering 50+ web and eCommerce projects across SaaS, healthcare, hospitality, automotive, and tourism sectors. On the CMS and eCommerce side, leads a development team at GMS Digitals, building custom WordPress plugins, Elementor Pro sites, WooCommerce systems, and Shopify Liquid storefronts with a strong focus on performance, security, and conversion. As a Full Stack Engineer, designs and ships production SaaS platforms with React, Next.js, Node.js, and Supabase/PostgreSQL, including multi-tenant architectures, role-based access control, realtime features, and third-party API integrations, while applying modern intelligent-automation and agent-driven engineering practices to accelerate delivery and build smarter product workflows. Proven record of mentoring developers, standardizing engineering practices, and owning projects from technical scoping through production deployment.

CORE SKILLS

Leadership & Delivery: Technical Team Leadership, Developer Mentoring & Code Review, Project Ownership, Client Communication, Full-Cycle Delivery Management

Languages: PHP, JavaScript, TypeScript, Python, SQL, HTML5, CSS3

Frameworks & Libraries: React, Next.js, Node.js, Laravel, Livewire, Tailwind CSS, Bootstrap, Framer Motion

CMS & eCommerce: WordPress, Elementor Pro, Shopify (Liquid), WooCommerce, Custom PHP Plugin Development

Databases: MySQL, PostgreSQL, Supabase

APIs & Integrations: REST APIs, Model Context Protocol (MCP), AJAX/OTP Systems, Third-Party API Integration

Cloud, Hosting & DevOps: Cloudflare, Vercel, Hostinger, cPanel, Linux, Git/GitHub

AI-Assisted Engineering: Claude, ChatGPT, GitHub Copilot, Cursor, Codex, MCP Server Development

Quality & Performance: Core Web Vitals, Website Performance Optimization, Security Hardening, UI/UX Audits, Responsive & Accessible Design, On-Page SEO

PROFESSIONAL EXPERIENCE

Senior Developer & Team Lead — Jun 2024 – Present

GMS Digitals — Lahore, Pakistan (Full-time)

- Lead a cross-functional WordPress and Shopify development team, directing full-cycle delivery of client websites, custom plugins, and eCommerce platforms.
- Architected reusable custom Elementor JSON page templates and standardized technical patterns for container elements, border-radius formatting, and responsive flex/grid layouts, cutting new-page build time.
- Designed and built a custom WordPress plugin for OTP-based email verification with a full AJAX workflow, modular JavaScript architecture, and server-side enforcement to reduce fraudulent signups.
- Built an AI-integrated SEO plugin for WordPress with multi-AI-provider support and engineered an MCP (Model Context Protocol) server connecting WordPress installations to AI coding agents, enabling automated content and SEO workflows for internal and client sites.
- Conduct UI/UX and technical audits across client and internal projects, delivering structured remediation reports that improved Core Web Vitals scores.
- Introduced structured code-testing standards adopted team-wide and produce monthly delivery reports for leadership, reducing post-deployment defects.

Senior Developer — Oct 2025 – Present

VireHR (Vire HR Solutions) — Lahore, Pakistan (Project-Based) | virehr.com

VireHR is a Lahore-based HR solutions firm providing HR outsourcing, recruitment, payroll, and workforce management services to organizations across multiple industries.

- Lead development and maintenance of the company's web presence at virehr.com, owning technical scoping, builds, and production deployment.
- Build responsive, conversion-focused service pages presenting the firm's recruitment, payroll, and HR outsourcing offerings.
- Handle performance optimization, security hardening, on-page SEO, and ongoing technical support to keep the site fast, secure, and reliable.
- Work directly with company stakeholders to translate business requirements into technical solutions and deliver updates on schedule.

Full Stack Developer — Aug 2026 – Present

Vyntro — Remote (Freelance) | *vyntro.cloud*

Vyntro is a SaaS product that streamlines how service businesses onboard clients and convert requirements into clear, structured project scopes.

- Develop and maintain Vyntro, a SaaS platform for intelligent client onboarding and project scoping used by agencies and freelancers.
- Build full-stack features across the frontend and backend, including guided onboarding flows, automated scope generation, and structured project briefs.
- Implement secure authentication, data models, and third-party integrations, with a focus on performance, scalability, and a clean user experience.

Freelance Web Developer — 2023 – Present

Remote / International Clients

- Started as a WordPress and Shopify developer, delivering custom WordPress, Elementor, WooCommerce, and Shopify Liquid builds for international clients across eCommerce, healthcare, automotive, hospitality, and tourism sectors.
- Diagnose and resolve production-critical issues, including WooCommerce database-migration errors and legacy plugin failures, restoring service quickly after escalation.
- Progressively expanded into full-stack engineering and modern AI technologies, building browser-based SaaS tools including a PDF utilities platform and a video editing application.
- Deploy full-stack Laravel, Livewire, and Next.js applications to production hosting environments with minimal downtime.

eCommerce Store Owner — Aug 2022 – Mar 2024

Self-Employed

- Built, managed, and scaled a personal Shopify eCommerce business end-to-end, owning payment integrations, inventory management, and order fulfillment.
- Directed on-page SEO and Meta Ads campaigns and ran structured A/B tests on landing pages and checkout flows to increase conversion rate.

PROJECTS

Full Stack / SaaS

- **GMS MeetFlow** | Next.js, Supabase, Vercel — Booking and CRM platform with bookings, clients, leads, reports, a role-based team portal, realtime updates, and automated WhatsApp reminders.
- **VidFlux** | Full Stack Web App — Browser-based video editing application with a full-screen editing workspace.
- **Vyntro** | Full Stack SaaS — Client onboarding and project scoping platform that turns client requirements into structured project scopes.

Shopify Stores | Shopify Liquid, Custom Sections, Speed Optimization

realcarbonclutch.com, spraypaintstore.com, shop.derbelight.com, mafami.com, mytoywagon.com, zivahstyle.com, computerzone.pk, ringbelts.com, customizewrestlingbelts.com, customizewrestlingbelt.com, kangriz.com

WordPress Websites | WordPress, Elementor Pro, WooCommerce, PHP

dubaidesertsafaris.com, toplanechauffeur.com, litsomedicare.com, itscrapdealer.ae, six-gear.com, maxxcashhomebuyers.com, derbelight.com, motelcasa.com, torrabsports.com, aleeshailyas.com, famaluminium.com

WordPress Plugins | PHP, MCP

- **ConnectDev MCP Plugin** — WordPress plugin connecting sites to AI coding agents through a custom Agent Bridge system with multi-provider support, enabling direct code edits on live WordPress installations.

EDUCATION

Bachelor of Science in Computer Science (BS-CS) — In Progress, Expected 2028

Virtual University of Pakistan (VU)

LANGUAGES

English — Fluent | Urdu — Fluent