



# Abhinav Saxena

Web Developer

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*Experienced WordPress and Shopify developer proficient in creating and customizing websites on these popular platforms. Skilled in both front-end and back-end development, with a strong understanding of HTML, CSS, and JavaScript. Expertise in leveraging the power of WordPress and Shopify*

*themes, plugins, and APIs to build visually appealing and highly functional websites. Proven track record in designing responsive layouts, optimizing website performance, and ensuring a seamless user experience. Adept at integrating third-party tools and services, such as payment gateways and analytics, to enhance website functionality. Possesses excellent problem-solving skills and a detail-oriented approach, ensuring the delivery of high-quality websites that meet client requirements. Effective communication and collaboration abilities enable smooth project coordination and client satisfaction. Up-to-date with the latest WordPress and Shopify updates and trends, continually expanding knowledge and skills to provide cutting-edge solutions. Committed to delivering results-driven websites and helping clients achieve their online business goals through WordPress and Shopify development expertise.*

## EXPERIENCE

### Incretive Private Limited (Global Lancers)

August 2023 to February 2024

#### Software Development Engineer L2

##### Wordpress & WooCommerce Website Development

##### (Theme Development & Theme Customization)

- Proficient in designing and developing customized WooCommerce websites tailored to meet specific client requirements.
- Implemented advanced e-commerce features, including product variations, secure payment gateways, and seamless checkout processes.
- Adept at troubleshooting and resolving issues related to WooCommerce plugins, ensuring smooth and efficient online store functionality.
- Designed and developed WordPress websites for clients across various industries, ensuring compatibility with different browsers and devices

##### Shopify Development:

- Extensive experience in Shopify theme customization, delivering visually appealing and responsive online stores.
- Expertise in setting up and configuring Shopify stores, integrating third-party apps, and optimizing overall site performance.
- Collaborated with cross-functional teams to implement unique and engaging features, enhancing the user experience and driving conversion rates.

##### E-commerce Optimization:

##### Client Collaboration:

Collaborated closely with clients to understand their business objectives and translate them into effective e-commerce solutions.

### Get Marketed LLP

September 2022 to June 2023

#### Sr. Web Developer

##### WooCommerce Website Development:

- Proficient in designing and developing customized WooCommerce websites tailored to meet specific client requirements.
- Implemented advanced e-commerce features, including product variations, secure payment gateways, and seamless checkout processes.
- Adept at troubleshooting and resolving issues related to WooCommerce plugins, ensuring smooth and efficient online store functionality.
- Designed and developed WordPress websites for clients across various industries, ensuring compatibility with different browsers and devices

##### Shopify Development:

- Extensive experience in Shopify theme customization, delivering visually appealing and responsive online stores.
- Expertise in setting up and configuring Shopify stores, integrating third-party apps, and optimizing overall site performance.
- Collaborated with cross-functional teams to implement unique and engaging features, enhancing the user experience and driving conversion rates.

**E-commerce Optimization:**

**Client Collaboration:**

Collaborated closely with clients to understand their business objectives and translate them into effective e-commerce solutions.

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**NYX Forces Pvt Ltd**

*September 2021 to September 2022*

**Web Developer**

- Designed and developed WordPress websites for clients across various industries, ensuring compatibility with different browsers and devices.
- Customized WordPress themes and plugins to meet client requirements, including custom post types, taxonomies, and shortcodes.
- Integrated third-party APIs and services, such as payment gateways and social media platforms, to enhance website functionality.
- Conducted code reviews and implemented performance optimizations to enhance website speed and responsiveness.
- Collaborated with cross-functional teams to brainstorm and implement innovative solutions for client projects.

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**Balaji Web Soft Pvt Ltd**

*February 2018 to August 2021*

**Web Developer**

**WooCommerce & Wordpress Website Development:**

- Proficient in designing and developing customized WooCommerce websites tailored to meet specific client requirements.
- Implemented advanced e-commerce features, including product variations, secure payment gateways, and seamless checkout processes.
- Adept at troubleshooting and resolving issues related to WooCommerce plugins, ensuring smooth and efficient online store functionality.

**Shopify Development:**

- Extensive experience in Shopify theme customization, delivering visually appealing and responsive online stores.
- Expertise in setting up and configuring Shopify stores, integrating third-party apps, and optimizing overall site performance.
- Collaborated with cross-functional teams to implement unique and engaging features, enhancing the user experience and driving conversion rates.

**Magento Development:**

- Developed and maintained Magento websites, focusing on scalability, performance optimization, and responsive design.
- Implemented complex Magento extensions and custom modules to address specific business needs and improve site functionality.
- Successfully migrated data and upgraded Magento versions, ensuring compatibility with the latest technologies and security standards.

**E-commerce Optimization:**

Conducted regular audits and performance assessments to identify opportunities for improving website speed, SEO, and overall user experience.

Implemented best practices in SEO, responsive design, and mobile optimization to drive higher rankings and increase online visibility.

**Client Collaboration:**

Collaborated closely with clients to understand their business objectives and translate them into effective e-commerce solutions.

Conducted training sessions to empower clients with the knowledge to manage and update their online stores independently.

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**EDUCATION**

**Suresh Gyan University**

*July 2018 to July 2020*

Master of Computer Applications (MCA)

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**Parishkar College**

*Jan 2015 to July 2017*

Bachelor of Computer Applications (BCA)

## SKILLS

- Proficient in WordPress theme and plugin development & customization
- Strong understanding of HTML, CSS, JavaScript, and PHP
- Experience with responsive design techniques and frameworks such as Bootstrap
- Knowledge of web performance optimization techniques
- Experience with third-party integrations including payment gateways and social media platforms
- Experience in mentoring and training junior developers
- Experience with e-commerce platforms and plugins such as WooCommerce
- Excellent problem-solving and troubleshooting skills
- Experience with working in different builders (elementor, divi, visual composer, WPBakery Page Builder, Gutenberg)
- Experience with HTML to Wordpress, Figma to Wordpress, Custom Development, ACF Development
- Shopify Liquid Template Development
- Magento Theme Development
- MYSQL Development

## PROJECTS

### Wordpress & Woocommerce Projects

1. Body Sculpting Fitness - <https://www.bodysculptingfitness.com.au/>
2. City To Surf Solar - <https://www.citytosurfsolar.com.au/>
3. Matrix Ups - <https://www.matrixps.com>
4. Guardiannm - <https://www.guardiannm.com.au/>
5. Australian Blade - <https://www.australianblade.com.au/>
6. Gilda Boutique - <https://www.gildaboutique.com.au/>
7. Barrasonsengineers - <https://www.barrasonsengineers.com.au/>
8. Nupasta - <https://www.nupasta.com/>
9. Med Plus Health - <https://www.medplushealth.ca>
0. Battery Zone - <https://www.batteryzone.com.au/>
11. Deluxblinds - <https://www.deluxblinds.com.au/>
2. Fair Haven Homes - <https://www.fairhavenhomes.com.au>
3. Gordian Health - <https://gordianhealth.com.au/>
4. Designer Smiles - <https://www.designersmiles.com.au/>
5. Skin Bosses - <http://www.skinbosses.com/>
6. Economix - <https://www.economix.com.au/>
7. ANP Metals - <https://www.anpmetals.com.au/>
8. CCENG - <https://www.cceng.com.au/>
9. Smile Designer - <https://www.thesmiledesigner.com.au/>
0. Care Family Dental - <https://www.carefamilydental.com.au/>
1. Dentis Port Melbourne - <https://www.dentistportmelbourne.com.au/>
2. Prosmiles - <https://www.prosmiles.com.au/>
3. Night Jar - <https://thenightjar.in/>
4. Bundisilica - <https://bundisilica.com/>
5. The Lotus County - <https://thelotuscounty.com/>
6. Rasa Wellness - <https://rasawellness.co.in/>
7. EcoHAC - <https://ecohac.com/>
8. Farm Go Kart - <https://farmgokart.com/>
9. The Tiles World - <https://thetilesworld.com/>
0. Wrench Dynasty - <https://wrenchdynasty.in/>
1. Draw Interior - <https://drawinteriors.com/>
2. Triumb - <https://triumb.in/>
3. Reflect - <https://reflectjaipur.com/>
4. KP Auto Care - <https://kpautocare.in/>
5. Deora Group - <https://deoragroup.in/>
6. Shaman India - <https://shamanindia.in/>
7. Mera Pad - <https://merapad.org/>
8. PLS - <https://pls-ngo.org/>
9. Bonanza Wealth - <https://bonanzawealth.com/>
0. CWC - <https://mycwc.org/>
1. PSJ - <https://psjjewellers.com/>
2. Leatherlily - <https://leatherlily.com/>

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## Shopify Projects

1. United Furniture - <https://unitedoutdoorfurniture.com.au/>
2. Country - <https://countrysewnsew.com.au/>
3. Lirose - <https://lirose.in/>
4. Shortscape - <https://shortscape.in/>
5. Urban Living - <https://urbanlivingjaipur.com/>
6. Shopniamh - <https://shopniamh.com/>
7. Hairloveindia - <https://hairloveindia.com/>
8. Kritikakataria - <https://www.kritikakataria.in/>
9. Roastytasty - <https://www.roastytasty.com/>
0. Ombray - <https://ombray.in/>
11. Ekang - <https://www.ekang.in/>
2. Starmurtimuseum - <https://starmurtimuseum.com/>
3. Artilicor - <https://artilicor.com/>
4. Silvi Jewels - <https://silvijewels.com/>

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## Magento Projects

1. Sexy Secrete - <https://www.sexysecretsshop.com.au>
2. Ascotbathroomware - <https://ascotbathroomware.com.au/>
3. Australia Fire - <https://www.australiafireprotection.com.au/>
4. Inbox Group - <http://inboxgroup.com.au/>
5. Factory Control - <https://www.factorycontrols.com.au>
6. Sanmarcoceramics - <http://sanmarcoceramics.com.au>
7. Euro Press - <https://www.europressgroup.com.au/>
8. Hospitality World Direct - <https://www.hwd.com.au/>
9. Soma Shop - <https://www.somashop.com/>

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## HOBBIES

- Cricket
- Movies
- Music
- Reading
- Travelling
- Tech Savy