

Muhammad Arfa Rehman

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SUMMARY

I'm Muhammad Arfa Rehman, a full-time Web Developer with a strong passion for building efficient, user-friendly, and scalable websites. With several years of hands-on experience, I specialize in both front-end and back-end development using modern technologies and frameworks.

My technical skill set includes HTML, CSS, Bootstrap, Tailwind CSS, JavaScript, jQuery, PHP (including OOP and AJAX), and MySQL. I also have expert-level proficiency in WordPress, from theme and plugin customization to full-scale website development and optimization.

In my spare time, I enjoy exploring new programming techniques, tools, and automation strategies that help streamline development workflows and improve performance. I'm always eager to take on new challenges and work on projects that push the boundaries of creativity and functionality.

PROFESSIONAL EXPERIENCE

Iplex

WordPress Backend Developer

July 2025 – Present

- Develop, optimize, and maintain complex WordPress themes and plugins using PHP, MySQL, and modern WordPress coding standards.
- Architect scalable backend solutions with custom APIs, REST API integrations, and headless WordPress setups (e.g., React, Next.js frontends).
- Write clean, secure, and well-documented code following WordPress best practices and coding standards (OOP, MVC structure, PSR compliance).
- Customize and extend WooCommerce functionalities, including checkout flows, payment gateways, and API-based order management.
- Manage database design, optimization, and complex query performance tuning for high-traffic WordPress websites.
- Implement caching strategies (Redis, Memcached, object caching) and optimize backend performance for speed and scalability.
- Integrate third-party APIs and web services while ensuring data security, error handling, and reliability.
- Lead code reviews, mentor junior developers, and collaborate with frontend and DevOps teams for seamless deployments.
- Automate workflows using WP-CLI, Git, CI/CD pipelines, and deployment tools such as Docker or GitHub Actions.
- Troubleshoot, debug, and resolve advanced WordPress issues related to performance, compatibility, and server-level configurations.
- I also document everything and provide training when needed, so clients and teams can confidently manage their sites after launch.

The 7 Technologies

Rawalpindi, Punjab, Pakistan

Senior Backend WordPress Developer

August 2023 – July 2025

- I lead large-scale web development projects for businesses and agencies, making sure everything is built to last and can grow with the company.
- I create custom WordPress themes and plugins based on each client's goals—no cookie-cutter templates, just tailored solutions that work.
- I focus heavily on website speed, mobile responsiveness, and cross-browser compatibility to give users a smooth experience everywhere.

- I work closely with designers to turn Figma or Adobe XD mockups into fully functional, responsive websites that look just as good live as they do in the design files.
- I handle API integrations for things like payment systems (Stripe, PayPal), CRMs (like HubSpot or Salesforce), email marketing tools (like Mailchimp), and booking platforms.
- I make sure those API connections are secure, using proper authentication methods and error handling to keep everything running smoothly.
- I manage hosting environments and servers (like AWS, Cloudways, and DigitalOcean), making sure websites stay fast, secure, and online 24/7.
- I regularly scan and clean sites for malware and viruses, set up firewalls, SSLs, and other security layers to protect against hackers and spam.
- When technical issues come up—whether it's a plugin conflict, slow performance, or something breaking—I dive in, troubleshoot, and get things back on track.
- I also guide junior developers, review code, and help maintain clean, well-documented projects using Git and modern development workflows.
- I work closely with project managers and clients, keeping communication clear and making sure projects are delivered on time, within scope, and meet high-quality standards.
- I also document everything and provide training when needed, so clients and teams can confidently manage their sites after launch.

Globital

Faisalabad, Punjab, Pakistan
 PHP and WordPress Developer
January 2020 – August 2023

- I built and maintained dynamic websites and web apps using PHP, WordPress, and MySQL, focusing on performance and reliability.
- I developed custom WordPress themes and plugins tailored to meet specific client or organizational needs, ensuring a smooth and intuitive user experience.
- I worked closely with designers and content teams to launch fully responsive, SEO-friendly websites that looked great on all devices.
- I integrated third-party tools, payment gateways, and other custom features to add more functionality and streamline user interactions.
- I also handled site optimization tasks, like improving loading speed, setting up caching, and minimizing code bloat to boost performance.
- I made sure every site I worked on followed best practices for security, setting up firewalls, SSL, and performing regular malware scans.
- I set up and managed hosting environments, including backups, migrations, and server configurations, to ensure smooth deployment and uptime.
- I regularly tested websites across browsers and devices and fixed bugs or layout issues quickly to keep everything running smoothly.

WAPEXP

Faisalabad, Punjab, Pakistan
 PHP Developer
September 2018 – December 2020

- I developed custom PHP-based websites tailored to meet the unique needs of clients from various industries.
- I wrote clean, scalable, and well-documented code to ensure long-term maintainability and easy handover.
- I regularly debugged and fixed backend issues, which helped boost site performance and overall reliability.
- I worked closely with front-end developers to bring interactive, user-friendly interfaces to life.
- I integrated MySQL databases, optimized complex queries, and made sure data was handled efficiently and securely.
- I also handled server-side logic, implemented secure form handling, and worked on improving site speed and uptime.
- Whenever needed, I supported clients post-launch—handling updates, making small feature changes, and providing technical guidance.

EDUCATION & OTHER

Virtual University Faisalabad

2022 - Present

Punjab College of Commerce Faisalabad

2019 - 2021

Skills:

- HTML
- CSS
- Bootstrap
- Tailwind CSS
- JavaScript
- JQuery
- PHP
- Ajax
- OOP
- API Integrations
- Server Management
- WordPress Frontend (Theme + Builder Design)
- WordPress Backend (Theme + Plugin Development)

Languages:

- Urdu, Mother Tongue
- English, Professional

Certifications:

- Web Development, WAPEXP
- Microsoft Word Specialist, Microsoft
- Microsoft PowerPoint Specialist, Microsoft