Md. Abu Ahsan Arif

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SUMMARY

Senior Web Developer with 8+ years of experience building fast, responsive websites and web applications using WordPress, WooCommerce, React, Next.js, Node.js, and headless CMS platforms. Combines hands-on front-end and PHP development with a background in project management and IT leadership, including an ERP rollout for 200+ users. Focused on performance, technical SEO, and builds that non-technical teams can maintain on their own.

EXPERIENCE

Senior Web Developer 2023 – Present
Your Tech Club *Amsterdam, Netherlands (Remote)*

- Built headless web applications with Next.js and React on a Node.js backend and Strapi CMS, giving clients editable content without developer support.
- Developed custom WordPress themes, plugins, and WooCommerce stores using PHP, JavaScript, and the WordPress REST API, cutting reliance on third-party plugins by 30%.
- Optimized Core Web Vitals through server-side rendering, caching, image optimization, and asset management, raising average PageSpeed scores by 35%.
- Designed responsive UI/UX in Figma from wireframes to production builds and implemented technical SEO, increasing client organic traffic by up to 50%.

IT Manager 2021 – 2023
Grow Biz Industries Ltd. *Dhaka, Bangladesh*

- Managed end-to-end implementation of PrismERP across 5 modules (Financial Management, Supply Chain Management, Production Planning & Control, Human Capital Management, Sales & Distribution) for 200+ users.
- Administered ERP configuration, user access, and data integrity as System Administrator, maintaining 99% uptime.
- Developed 15+ standard operating procedures (SOPs) for ERP workflows, reducing new-user onboarding time by 40%.
- Translated 50+ business requirements from department heads into system configurations through business and product analysis.
- Directed a 4-person IT operations team covering infrastructure, support, and vendor coordination.

Project Manager 2019 – 2020
HyperTag Solutions *Dhaka, Bangladesh*

- Managed 8+ concurrent web development projects, delivering 90% on time and within budget.
- Implemented Hive for task tracking and sprint planning, reducing missed deadlines by 30%.
- Coordinated requirements, timelines, and feedback between clients, designers, and developers for 10+ clients.

Front-End Web Developer 2015 – 2018
Consultica *Dhaka, Bangladesh*

- Built 50+ responsive websites using HTML5, CSS3, JavaScript, jQuery, and WordPress for international clients.
- Developed back-end features with PHP and MySQL, including custom forms, dynamic content, and database integrations.
- Delivered cross-browser, mobile-first layouts that earned a 95% client satisfaction rate across repeat engagements.

EDUCATION

United International University Dhaka, Bangladesh
Bachelor of Science in Computer Science and Engineering *2015*
Relevant Coursework: Web Programming, Database Management Systems, Software Engineering, Data Structures and Algorithms

CERTIFICATIONS

Technical SEO and AI Search Essentials | *Semrush* Nov 2026
Artificial Intelligence Fundamentals | *IBM* Nov 2026
Gen AI: Unlock Foundational Concepts | *Google* Nov 2026
Gemini Certified | *Google* Dec 2025

SKILLS

Programming Languages: JavaScript (ES6+), PHP, HTML5, CSS3, SQL
Frontend: React, Next.js, jQuery, Tailwind CSS, Sass, Responsive Design, Mobile-First Design, Server-Side Rendering (SSR), Static Site Generation (SSG), Core Web Vitals, Cross-Browser Compatibility, Web Accessibility
Backend & CMS: Node.js, Strapi CMS, Headless CMS, REST APIs, WordPress, WordPress REST API, WooCommerce, Elementor Pro, Divi, Oxygen
Databases: MySQL
Tools: Git, VS Code, Figma, Adobe Photoshop, Adobe Illustrator, Google Search Console, Google Analytics, WP Rocket, Hive
Web Development: Custom Plugin Development, Theme Development, UI/UX Design, Wireframing, Prototyping, Technical SEO, Performance Optimization, E-commerce Development, LMS Development
Systems: ERP Implementation (PrismERP), System Administration, Business Analysis

PROJECTS

Benelux Vloerverwarming | *Next.js*, *React*, *Node.js*, *Strapi CMS* beneluxvloerverwarming.com

- Generated 40+ qualified leads per month for a Dutch underfloor heating installer through a quote-request form priced by square meters, WhatsApp contact, and an AI chat assistant.
- Built a headless Next.js frontend with optimized images and a Strapi CMS backend, letting the client publish projects, FAQs, and reviews without developer support.

ICCA – International Congress and Convention Association | *WordPress*, *PHP*, *JavaScript*, *WP Rocket* iccaworld.org

- Delivered the global website for an association of 1,100+ member organizations, including an events calendar, 6 regional chapter sections, and member portal integration.
- Optimized page speed with WP Rocket caching and technical SEO with Rank Math, raising Google PageSpeed scores to 95+.

NoGood | *WordPress*, *PHP*, *JavaScript*, *WP Rocket* nogood.io

- Launched the website for a New York growth marketing agency serving brands such as Nike and TikTok, with service pages, case studies, careers, and a blog.
- Implemented custom animations, client logo walls, and metric-driven case study cards, while keeping load times under 3 seconds.

Brenton Way | *Headless CMS (Sanity)*, *JavaScript* brentonway.com

- Built a lead-generation site for a US growth marketing agency with 5 offices, featuring an AI marketing audit tool, marketing calculators, and consultation booking.
- Developed reusable case study, testimonial, and FAQ components managed through a headless CMS.

Vitamine Shop | *WordPress*, *WooCommerce*, *Elementor Pro*, *WP Rocket* vitamine.shop

- Increased online sales by 40% for a Dutch supplement retailer by building a WooCommerce store with a loyalty points system, an affiliate dashboard, and newsletter discount signup.
- Integrated consultation booking, event listings, and customer accounts into a single Dutch-language storefront.

Atlaxer | *WordPress*, *Elementor*, *PHP* atlaxer.com

- Built a lead-generation website for a London AI training consultancy, with consultation booking, case studies, events, and a knowledge hub.
- Designed conversion-focused landing pages with testimonial sliders and contact forms that generated 50+ inquiries per month.