Md. Abu Ahsan Arif

Dhaka, Bangladesh | +880 1628-683107 | hello@iamarif.dev | linkedin.com/in/abuahsanarif | iamarif.dev

SUMMARY

Senior Web Developer who has spent 10+ years turning Figma designs into fast websites that clients can update on their own, starting with WordPress and WooCommerce and now building headless sites with Next.js, React, Node.js, and Strapi CMS. Time spent as a project manager and leading an ERP rollout for 200+ users means every build is planned around deadlines, budgets, and the people who will edit the site after launch. Recent work includes sites for ICCA and New York agency NoGood that score 95+ on Google PageSpeed.

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

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.