

ASHIKKUL AMEEN

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Wordpress | MySQL | Shopify | Laravel | PHP | React | 5 year + Experience

PROFESSIONAL SUMMARY

Driven and solutions-oriented Senior Web Developer with **5 years and 2 months** of full-time professional experience, alongside 2 years and 11 months of part-time experience undertaken during B.Tech coursework for skill development. Recognized for rapid career progression, including an accelerated promotion to management and a **"Rising Star" company award**. Expert in navigating end-to-end product lifecycles and utilizing modern AI technologies to streamline development workflows, boost team productivity, and conduct continuous skill assessments. Backed by a diverse technical foundation—spanning WordPress, Shopify, React, PHP, Laravel, and custom API integrations—adept at aligning complex engineering outputs with overarching business goals to **enhance performance, scalability, and user satisfaction**.

CORE COMPETENCIES

Product & Team Management: Workflow Optimization, Cross-functional Leadership, AI-Assisted Productivity, Project Quotation & Structuring, UI/UX Mockup Review, Crisis Management.

Web Technologies: HTML, CSS, JavaScript, jQuery, PHP, MySQL, Liquid, JSON, Laravel, React, Bootstrap, Foundation.

CMS & E-commerce: WordPress (Custom & Theme-based), Shopify (Custom & App Creation), WooCommerce, Squarespace, Wix.

Integrations & Infra: Stripe Webhooks, SendGrid Web API, App Store Connect, Hostinger, AWS, GoDaddy, SiteGround.

PROFESSIONAL EXPERIENCE

Senior Web Developer | Famshire Pvt. Ltd

(June 2025 - July 2026)

SKILLS: Product Improvement Assessment, Workflow Checkup, Team Management, Brainstorming, Stripe, SendGrid, Microsoft Software, Hostinger, WordPress, Elementor Pro, ACF, MySQL, API Integrations.

- **Accelerated Promotion:** Rapidly promoted to **Technical Head within 6 months of probation**, recognized for exceptional technical knowledge, strategic connections, and leadership capabilities.
- **AI & Workflow Optimization:** Integrated advanced AI tools into daily development workflows, significantly increasing team productivity, code quality, and conducting efficient technical assessments.
- **Complex E-commerce Logic:** Engineered custom variable options and recurring payment architectures for a Party Portal using WooCommerce subscription hooks and Stripe webhooks. Strategically designed customer discount logic to function exclusively as 'offers' rather than trials, protecting recurring revenue streams.

- **Mobile App Compliance:** Managed technical maintenance and strict app store compliance reviews for mobile applications, successfully resolving complex App Store Connect rejections (e.g., Info.plist purpose strings) for the Party Portal app to ensure uninterrupted user delivery.

Web Developer Lead | Growthfather Pvt Ltd.

(November 2023 – June 2025)

SKILLS: WordPress, Shopify, Squarespace, Elementor, WPBakery, ACF, Liquid, JSON, HTML, CSS, JavaScript, jQuery, MySQL, GTM Integration, Hosting Setup (AWS, GoDaddy, Hostinger, SiteGround), Domain Configuration, Client Communication.

- **Business Growth & Strategy:** Revamped internal website development methodologies and drafted highly structured technical quotations (including detailed scopes for major clients like TMG Dubai), directly contributing to increased agency sales, revenue growth, and client acquisition.
- **Custom E-Commerce & Performance Engineering:**
 - **The Cravery:** Engineered a **custom add-on feature** to handle massive product variations, resolving severe page latency and significantly improving conversion rates.
 - **Famy Fresh:** Replaced a heavy, bloated commercial theme by building a **fully custom theme from scratch**, copying essential functions while drastically improving core web vitals, page speed, and future expandability.
 - **Lexanber:** Developed a fully functional, **custom product review application** for the Shopify ecosystem.

Web Developer | Limenzy Technologies Pvt Ltd.

(March 2022 – November 2023)

SKILLS: WordPress, Shopify, Squarespace, Hubspot, Elementor, WPBakery, ACF, Liquid, JSON, HTML, CSS, JavaScript, jQuery, MySQL, Hosting Setup (GoDaddy, BlueHost, SiteGround, Hostgator), Domain Configuration.

- **Award-Winning Performance:** Earned the company's "**Rising Star**" award during the corporate anniversary and secured an **exceptional 40% performance salary hike** post-probation (surpassing the standard 20%) due to rapid, high-quality project delivery.
- **Performance Optimization:** Led optimization initiatives for key client sites (e.g., Ajfan Store), dramatically improving page load speeds and overall technical SEO metrics.
- **Full-Stack Contributions:** Developed highly responsive web applications from the ground up using HTML, CSS, JavaScript, and contributed to Laravel-based frontend architectures.
- **Advanced Web Architecture & UI/UX:**
 - **Trade247 & Angels Kenya:** Built a complex, **multi-country/multi-language platform** with **custom scroll animations** (Trade247), and developed an **interconnected, multi-category product filtering feature** tailored to unique client operational needs (Angels Kenya).
 - **Roomify Melbourne:** Designed and deployed a **custom step-wise form** architecture to streamline their booking process.
 - **Harleys Ltd & Cantos.ai:** Translated highly complex, **custom client design** ideas into reality, including coding specialized **Custom Elementor widgets** from scratch.

Junior Web Developer (Part-Time) | Techzia

(January 2018 – November 2021)

SKILLS: WordPress, Shopify, Squarespace, Wix, Divi, Elementor, WPBakery, ACF, Liquid, JSON, HTML, CSS, JavaScript, jQuery, MySQL, Hosting Setup (GoDaddy, Hostinger, SiteGround), Payment & Courier Integration.

- **Crisis Management & Support:** Acted as a highly reliable support pillar for the senior team, frequently stepping in during "**midnight crises**" to troubleshoot critical deployment bugs and server issues.
- **Skill Cultivation:** Developed foundational and intermediate capabilities across Laravel, PHP, React, WordPress, and Shopify while concurrently completing a B.Tech degree.

EDUCATION

B.Tech in Computer Science and Engineering

(2017 – 2021)

MEA Engineering College, Malappuram - Final-year project **approved by IEEE**

HSE (12th Grade)

(2015 – 2017)

Government Higher Secondary School, Mankada

SSLC (10th Grade)

(2015)

Government Higher School, Mankada

VOLUNTEER WORK & AFFILIATIONS

UNAI Technical Head Executive Member

(2019 – 2021)

MEA Engineering College - Contributed as Web Developer, Photographer, Designer, and Event Volunteer

IEEE Technical Executive Member

(2018 – 2021)

MEA Engineering College - Involved in web development and creative media for organizational activities
