

Danish Rangaiz

Senior WordPress Developer | AI Chatbot & AI Agent Engineer

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PROFILE

Senior WordPress Developer with **8+ years** of experience building custom themes, custom plugins, WooCommerce stores, and AI-powered chatbots for clients across the US, EU, UK and APAC. Strong full-stack delivery, clean code, and reliable async remote collaboration.

WORK EXPERIENCE

Senior Web Developer

Oak Street Technology | Sep 2023 – Present | Islamabad, Pakistan

- Develop custom WordPress themes from scratch ACF Pro, custom post types, Gutenberg blocks, REST API endpoints, and complex hooks & filters.
- Build and publish custom WordPress plugins end-to-end: admin UI, settings pages, shortcodes, AJAX handlers, cron jobs, and WP REST integrations.
- Design and deploy AI chatbots and AI agents embedded into client websites OpenAI GPT-4, Anthropic Claude, GoHighLevel (GHL), and RAG over client documentation for 24/7 support and lead capture.
- Deliver WooCommerce stores with Stripe / PayPal gateways, subscription billing, shipping zones, and abandoned-cart recovery; harden security and recover hacked sites.
- Pixel-accurate Figma / PSD / XD to WordPress conversions across Elementor Pro, Divi, Avada, WPBakery, Beaver, and Oxygen.

Senior WordPress Developer

IKONIC | Mar 2022 – Sep 2023 | Islamabad, Pakistan

- Built custom WordPress themes and plugins for agency clients; customized third-party plugins to fit bespoke requirements.
- Converted 60+ Figma / PSD / HTML designs into responsive, SEO-optimised WordPress sites with measurable Core Web Vitals improvements.
- Integrated WooCommerce stores with payment gateways and managed plugin/theme update pipelines using Git.
- Mentored junior developers on Git workflow, code standards, and WordPress security best practices.

WordPress Developer & Team Lead

Sarte Digital Marketing | Mar 2021 – Mar 2022 | Islamabad, Pakistan

- Developed custom themes and customised plugins across Elementor, Divi, and Avada for 25+ concurrent client projects.
- Led the WordPress team task distribution, code reviews, quality assurance, and on-time delivery.
- Executed on-page and off-page SEO programs: schema markup, KGR keyword strategy, and expired-domain hunting.

WordPress Developer & SEO (Remote)

Rooted Digital Marketing | Jun 2021 – Dec 2021 | London, UK (Remote)

- Delivered WordPress theme customisation and plugin configuration for a portfolio of UK small-business clients.
- Optimised site performance and search rankings; established reliable async remote-delivery workflow.

WordPress Developer

Tri Tech Solutions | Mar 2020 – Mar 2021 | Mardan, KP, Pakistan

- Custom theme development with ACF, WooCommerce stores with payment gateways, and page-builder customisation.
- Delivered on-page SEO and technical performance optimisation for all client projects.

SKILLS

WordPress: Custom theme development · Custom plugin development · ACF Pro · Gutenberg blocks · Custom post types · Hooks & filters · Multisite · WooCommerce

AI & Chatbots: AI chatbot development · AI agent development · OpenAI GPT-4 · Anthropic Claude · GoHighLevel (GHL) · RAG pipelines · Pinecone · Voiceflow · Botpress · ManyChat · Tidio · WhatsApp bots

Page Builders: Elementor Pro · Divi · Avada · WPBakery · Beaver Builder · Oxygen · Gutenberg · Visual Composer

eCommerce: WooCommerce · Shopify · Stripe · PayPal · Subscription billing · Abandoned-cart recovery

Other CMS: Webflow · Wix · Squarespace · Carrd · Framer · Ghost

Languages: PHP · Laravel (working knowledge) · JavaScript · jQuery · HTML5 · CSS3 · Tailwind · Bootstrap · MySQL

Performance/SEO: Core Web Vitals · WP Rocket · Cloudflare · RankMath · Yoast · Schema markup · Google Search Console

Tools: Git · GitHub · VS Code · cPanel / WHM · Figma · Figma-to-WP · PSD-to-WP · Linux terminal

EDUCATION

BS Computer Science (BSCS)

Abdul Wali Khan University Mardan (AWKUM) | Aug 2015 – Sep 2019 | Mardan, KPK, Pakistan

CGPA 3.23 / 4.0 | EQF Level 6

Majors: C++, OOP, Data Structures, Database Administration, Web Development, Software Engineering, QA, Android App Development.

LANGUAGES

English — Professional working proficiency

Urdu — Native

Pashto — Native

Arabic — Beginner