Rajan Karmaker

Senior WordPress, WooCommerce & Shopify Developer

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Upwork: upwork.com/freelancers/~01dda9772be8e60a80 | Shopify App: apps.shopify.com/invoicepak-1

SUMMARY

Senior **WordPress**, **WooCommerce**, and **Shopify** developer with **10 years** of hands-on e-commerce experience (since 2016) and 6+ years in professional engineering roles. Builds custom **WordPress themes and plugins**, high-converting **WooCommerce stores**, **Shopify Online Store 2.0 themes** with **Liquid**, and **Shopify apps**, delivering builds that consistently score **93+ on Google PageSpeed**. Shipped **6+ features and 21+ bug fixes** for Dokan, a widely used WooCommerce multivendor plugin; helped digitise a paper-based booking process into a platform serving **10,000+ users**; and built and launched **InvoicePak**, a Shopify App Store app with free and paid plans. Combines senior **React** and **TypeScript** engineering with a strong eye for speed, SEO, and conversion, and works with **AI-assisted workflows** every day.

KEY ACHIEVEMENTS

- **93+ PageSpeed scores** on WordPress, WooCommerce, and Shopify builds through performance-first theme development and Core Web Vitals optimisation.
- **10,000+ users:** helped move a manual, paper-based booking process to a digital booking-management platform in a cross-functional team of **9**.
- **6+ features and 21+ bug fixes** shipped for **Dokan**, a widely used WooCommerce multivendor marketplace plugin.
- **Shopify App Store launch:** designed, built, and deployed **InvoicePak** end to end, with a free plan and paid plans from **$9.99/month**.

CORE SKILLS

Shopify: Shopify theme development, **Liquid**, **Online Store 2.0** (sections, blocks, templates, snippets), **metafields and metaobjects**, **Shopify CLI**, **Shopify Admin GraphQL API**, Shopify app development (embedded apps), **Shopify Plus**, app installation and configuration, Figma to pixel-perfect builds

WordPress: Custom **theme** and **plugin development**, **hooks and filters**, **custom post types**, **ACF**, **Gutenberg blocks**, **Elementor**, Divi, WP REST API, headless WordPress, **WP-CLI**, Composer

WooCommerce: Store builds, custom WooCommerce functionality, **payment gateway integration**, multivendor marketplaces (Dokan), product, order, vendor, and invoice workflows

Performance & SEO: Core Web Vitals, Google PageSpeed (93+), image and asset optimisation, **technical SEO**, **schema markup** (validated with validator.schema.org)

Tracking & Marketing: GA4, **Google Tag Manager**, **Meta Pixel**, third-party app and loyalty integrations, OTP login integrations

Front End: HTML5, CSS3, **SCSS**, **Tailwind CSS**, JavaScript (ES6+), **TypeScript**, **React**, **Next.js**, **Astro**, responsive and accessible UI

Back End: PHP, **Laravel**, Node.js, **Express**, Python, Django, REST APIs, MySQL, MongoDB

Workflow & Tools: Git, GitHub, GitLab, **staging-to-live deployment**, Jira, Confluence, code reviews, **AI-assisted development** (daily)

PROFESSIONAL EXPERIENCE

Senior Software Engineer Oct 2024 – Aug 2026
SELISE Bangladesh Ltd., Dhaka, Bangladesh

- Owned **React** and **TypeScript** features end to end for business applications, from requirements and design to production.
- Built reusable component structures that kept a growing product consistent and faster to extend.
- Improved performance and usability, and resolved complex production issues with maintainable fixes.
- Worked in agile teams with designers, product owners, and backend engineers using Jira and code reviews.

Software Engineer Mar 2022 – Sep 2024
SELISE Bangladesh Ltd., Dhaka, Bangladesh

- Helped **digitise a paper-based booking process** into a booking-management platform serving **10,000+ users**, in a team of **9**.
- Built the platform on **headless WordPress** with a **React** front end connected through the **WP REST API**.
- Extended WordPress in **PHP** with custom workflows and data structures; optimised React rendering performance.

Junior Software Engineer Jul 2021 – Feb 2022
weDevs, Dhaka, Bangladesh

- Shipped **6+ features** and **21+ bug fixes** for **Dokan**, a widely used **WooCommerce** multivendor marketplace plugin, in PHP and JavaScript.
- Built a **vendor monthly-invoice** feature (MySQL queries and server-side logic) after support cases showed vendors struggling with monthly records.
- Improved product, order, and vendor workflows using WordPress **hooks and filters**, based on customer feedback.

Software Engineer Intern Feb 2021 – Jun 2021
weDevs, Dhaka, Bangladesh

- Worked on WordPress and WooCommerce plugin development in a product team; promoted to Junior Software Engineer.

WordPress & WooCommerce Developer (Freelance) 2016 – Feb 2021
Upwork, Remote

- Built custom **WordPress themes**, **plugins**, and **WooCommerce stores** for clients in the US, Europe, and Asia, from design to launch.
- Delivered performance-first builds scoring **93+ on Google PageSpeed**, with clean, SEO-friendly markup.
- Built pages with **Elementor** and Divi and extended them with custom PHP, CSS, and JavaScript where page builders fell short.
- Handled ongoing updates, monitoring, backups, and support for live client sites.

SELECTED PROJECTS

InvoicePak – Shopify App (apps.shopify.com/invoicepak-1, invoicepak.com)
Embedded Shopify app that generates branded PDF invoices and emails them automatically. Built the architecture, Shopify API integration, templates, settings, and merchant UX, and the marketing site. Built and deployed end to end with an AI-assisted workflow. Free plan plus paid plans from $9.99/month.

Vicafe – E-Commerce Store (vicafe.ch)
Integrated the miniOrange app for custom **OTP login** and connected it with the store's **loyalty app**.

BERNINA – Sewing Machines Section (bernina.com)
Designed and built new pages and added **SEO schema markup**, validated with validator.schema.org.

EDUCATION, CERTIFICATIONS & LANGUAGES

Diploma in Electrical Technology (Engineering) 2014 – 2018
Ahsanullah Institute of Technical and Vocational Education and Training, Dhaka, Bangladesh

Certifications: CSS for JavaScript Developers – Josh Comeau (2025) | Mastering React – Code with Mosh (2024) | JavaScript – SoloLearn (2022)

Languages: Bangla (Native) | English (Professional working proficiency)