Muhammad Usama

Full-Stack WordPress Developer & AI Automation Engineer

Karachi, Pakistan · Remote worldwide · Available now, 0-day notice

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PROFILE

Full-stack WordPress developer and AI automation engineer with **4+ years** of shipping production work. I have delivered **35 live client websites** for businesses in the UK, US, EU and Pakistan on WordPress, WooCommerce and Shopify, built **81+ production n8n automations**, and led a 6-language Joomla-to-WordPress migration for Chef Academy of London. I build custom plugins instead of page-builder workarounds, and I measure automations by the hours they give back.

SKILLS

CMS & e-commerce	WordPress (custom themes & plugins), WooCommerce, Shopify / Liquid, ACF Pro, Elementor Pro, Polylang Pro, WP Rocket, Rank Math
Automation & AI	n8n, Make.com, OpenAI, Claude, Gemini, Ollama (Llama 3.2), LLM agents, prompt engineering
Languages	PHP, JavaScript (ES6+), Python, HTML5, CSS3, SQL · Node.js, Express, Laravel
APIs & data	REST, GraphQL, webhooks, Playwright, Puppeteer, Cheerio, Apify, DataForSEO · MySQL, PostgreSQL / Supabase, MongoDB
Tools & hosting	Git / GitHub, Docker, DigitalOcean, Cloudways, cPanel, Stripe, Google Workspace APIs, Jira, ClickUp

EXPERIENCE

WordPress Developer · Codencoders, Karachi — Feb 2026 – Present

- Build and maintain client websites for UK and US businesses on WordPress, WooCommerce, Shopify and custom code — including Hairforce 1, Whoopba, Snugglebug, Accretive Wealth Management, Copa System and Air Avizone.
- Develop custom plugin functionality and ACF Pro content models so clients can update their sites without page builders or a developer.
- Run performance and technical-SEO audits (WP Rocket, WebP, database query tuning, Rank Math), cutting page load times by 40–60%.

n8n Automation Engineer · Decotechs, Karachi — Sep 2025 – Feb 2026

- Designed and deployed 81+ AI-driven automation workflows with n8n and Make.com, connecting LLMs, web scrapers, databases, CRMs and Telegram / Slack bots.
- Built LLM pipelines on both cloud models and local models via Ollama, plus scraping and data-cleaning flows that turned raw web data into reports.

Lead WordPress & Migration Engineer · Chef Academy of London & Online (UK, freelance) — 2025 – Present

- Migrated the academy from legacy Joomla to WordPress across 6 languages with Polylang Pro, resolving 26 cross-language routing and taxonomy conflicts.
- Mapped 3,474 legacy URLs to 301 redirects to protect search rankings, and audited 72 Stripe payment links used for enrolment deposits.
- Built a custom course-booking plugin: intake dates, waitlists with threshold alerts, enrolment forms and admin notifications.

WordPress Developer · Diznik, Karachi — Jul 2024 – Jul 2025

- Built bespoke WordPress themes and WooCommerce stores from Figma designs for clients such as Home Sweet Linens, Dawateislami USA, Rogue Logics and Flintrock Suites.
- Handled speed optimisation, responsive design systems and deployments on Cloudways and DigitalOcean.

Web Developer · XPACE Technologies (Pvt) Ltd, Karachi — May 2024 – Jul 2024

- Shipped full-stack features with Laravel, MySQL and responsive front ends.

WordPress Developer · BrandSoft Solutions, Karachi — Oct 2023 – Feb 2024

- Customised themes and WooCommerce flows, fixed production bugs and built in-house plugins (certificate generator, employee directory).

SEO & WordPress Intern · DigiSkills.pk (remote) — Nov 2022 – Jan 2023

SELECTED AUTOMATIONS

- **Monthly SEO reporting engine** — pulls DataForSEO and Sheets data, a local Llama 3.2 model writes the analysis, and 15+ Google Slides are generated, exported and emailed. Saves 15–20 hours a month.
- **WordPress auto-publisher** — drafts SEO articles with OpenAI, publishes through the WordPress REST API and syndicates to Facebook, X and LinkedIn. Saves 10–15 hours a week.
- **SERP rank tracker** — daily keyword checks via DataForSEO with alerts on ±3-position moves and history in Google Sheets.
- **WhatsApp helpdesk bot** — authenticates users against MongoDB and routes tickets to the right person with an instant reply.
- **Invoice extraction** — parallel Gemini agents turn uploaded PDFs into structured records, keeping only results above a 90% confidence threshold.

SELECTED PROJECTS

n8n Workflow Hub
16 production workflows, sanitised and ready to import into any n8n canvas.
muhammadusama64874.github.io/Portfolio/n8n-hub.html

Commander Safeguard Web Museum
Restored a 2005–2016 cartoon brand site from the Internet Archive: 767 recovered files, 10 playback years, Flash games running again in Ruffle.
muhammadusama64874.github.io/Portfolio/commander-safeguard/

ASL Gesture Interpreter
Android app that recognises sign language in real time on-device with CameraX, MediaPipe hand landmarks and TensorFlow Lite.

Hand-tracking Fruit Ninja
Browser game you slice with your index finger, using MediaPipe hand tracking and HTML Canvas.
github.com/MUHAMMADUSAMA64874/hand_detection_game

All 90 projects, with live links and screenshots: muhammadusama64874.github.io/Portfolio

EDUCATION

BS Computer Science
Karachi Institute of Economics & Technology (KIET) · 2022 – 2026 · CGPA 3.23 / 4.00

HSC, Pre-Engineering
Fazaia Degree College, Karachi · 2018 – 2019

LANGUAGES

English — professional working · Urdu — native

CERTIFICATIONS

Building Web Applications in PHP — University of Michigan, 2025

Python Basics — University of Michigan, 2025

HTML, CSS and JavaScript for Web Developers — Johns Hopkins University, 2025

Introduction to Web Development — UC Davis, 2025

Build a Full Website using WordPress — Coursera Project Network, 2025

React.js AI Chatbot with ChatGPT, Gemini & DeepSeek — Udemy, 2025

Git, GitHub & Markdown — Udemy, 2025

HTML, CSS & Bootstrap — Udemy, 2023