

# ATHIRA SR

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## Resume

### Web Developer

#### Objective:

To obtain a position with a progressive web development or software development company, emphasizing creativity and problem-solving. Seeking a challenging role to leverage my technical skills and creative problem-solving abilities in driving successful web development projects, while expanding my knowledge and abilities in creating client-centric solutions.

#### Education:

- Diploma in Computer Engineering (2012-2015) from Central Polytechnic College, Trivandrum.
- HSC (2010-2012 ) from Govt Girls Higher Secondary School, Attingal, Trivandrum with 67% aggregate.
- SSLC (2009-2010) from NNGHS Attingal, Trivandrum with 91% aggregate.

#### Areas of Profession:

WordPress & PHP, NextJs developer with 8+ years' experience in custom themes, plugins, API integrations, WooCommerce, and performance optimization. Skilled in PHP, MySQL, JavaScript, HTML5/CSS, Bootstrap, and page builders. Recently worked with Next.js to build modern, responsive web applications.

#### Professional Skills:

- WordPress: Custom theme and plugin development, API integration, WooCommerce, page builder customization, and custom shortcode creation
  - Programming & Frameworks: PHP, MySQL, JavaScript, Next.js, HTML5, CSS, AJAX, jQuery, Bootstrap
  - Version Control: Git
  - Web Performance: Optimization, SEO best practices, and accessibility compliance
- Technical Strengths: Problem-solving, debugging, and troubleshooting

- Soft Skills: Strong communication, collaboration, and ability to work independently while meeting deadlines

## **Professional Experience:**

- 2015 July - 2018 January : Web Developer - Bytelabz Solution Pvt. Ltd. , Trivandrum
- 2019 March - 2021 September : Web Developer - Quadnotion Creative Services LLP, Thrissur
- 2022 May – 2024 April : Sr. Software Developer (Wordpress) – Webandcrafts, Infopark, Koratty P.O, Thrissur
- 2024 September : Sr. Software Developer (Wordpress, NextJs) – Nuox Technologies, Hilite Business Park, Kozhikode

## **Responsibilities and Achievements:**

- Developed and maintained custom WordPress themes and plugins, ensuring high performance, scalability, and user-friendly experiences.
- Built modern, performant web applications using Next.js, focusing on SEO, server-side rendering (SSR), and optimized frontend architecture.
- Collaborated closely with clients and cross-functional project teams to gather requirements, provide technical recommendations, and deliver effective solutions.
- Conducted code reviews, optimized website performance, and implemented best practices for SEO, accessibility, and security.
- Integrated third-party APIs and created seamless integrations with external platforms and services.
- Led the end-to-end development of WordPress-based websites, from concept and design to deployment and maintenance, for clients across diverse industries.
- Implemented responsive and mobile-first design techniques to ensure optimal performance across devices and screen sizes.
- Mentored junior developers and promoted knowledge sharing and coding standards within the team.

## **Contact:**

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## **Personal Information:**

Date of Birth: 09.05.1995.

Age: 30

Sex: Female

Marital Status: Married

## Worked Online Projects:

### Heights

<https://www.ha.com.sa/>

#### Headless WordPress & Next.js

Developed and maintained the Heights website (ha.com.sa) as a headless CMS using WordPress and a Next.js frontend. Implemented custom APIs, optimized performance, and ensured responsive, SEO-friendly design. Built dynamic content, animations, and smooth user interactions while maintaining clean, version-controlled code.

- **Element8**

<https://www.element8.sa/>

#### Headless WordPress & Next.js

Developed and maintained the company's official website as a headless CMS project, integrating WordPress for content management with a Next.js frontend. Implemented custom REST API endpoints, optimized page load performance, and ensured responsive, SEO-friendly design. Worked on dynamic data rendering, custom animations, and smooth user experiences while maintaining code quality with Git version control.

- **Brinton Care**

<https://brintoncare.com/>

Brinton Care, an online platform under Brinton Healthcare, specializes in pharmaceuticals and healthcare products.

We developed a custom online shopping website for this venture. Using WooCommerce and minimal third-party plugins, we created a tailored theme and plugins to ensure a unique user experience. The site, built from scratch, utilized "King Composer" and the "Codestar" framework throughout.

It features personalized login/signup options with email/phone OTP verification, seamless online payment with discounts, and a variety of product types such as bundles, subscriptions, and combo offers. Additionally, we incorporated functionalities like a review section, Flash sales, Loyalty and Rewards system, Notification popups, Product Subscriptions, and advanced filtering and sorting options on the shop page.

- **Jersey Group**

<https://www.jerseygroup.com>

Jersey Group is a distinguished company operating in Qatar's trading, contracting, manufacturing, and service industry. This is an API project that features React frontend and a WordPress backend.

The project includes multiple subsidiaries and offers its own range of products. The development of the API involved extensive customization to ensure seamless connectivity and maintenance.

- **Lulu Finserv**

<https://lulufinserv.com>

LuLu Finserv, a subsidiary of LuLu Financial Holdings, is a prominent Non-Banking Financial Company (NBFC). This is done as a custom builder project where we have developed a tailor-made theme specifically for this venture. The project includes various features such as loan calculators and convenient loan application facilities.

- **Pentad Securities**

<https://pentadsecurities.com>

Pentad Securities specializes in financial product distribution and brokerage services. Their offerings include sophisticated trading platforms, online mutual fund transactions, and a multi-asset tracking platform.

In this project, React is utilized as the frontend framework, while WordPress serves as the backend, making it an API-based implementation.

- **Karbone Hub**

<https://karbone-hub.com>

Karbone Inc. is a fully integrated financial services firm that specializes in renewable energy and decarbonization markets. Karbone Research(Karbone Hub) provides analysis of the political economy of the energy transition.

This team project offers user login with different subscription plans, providing customized pages, menus, and data based on user roles. Users can view, compare, and download multiple data sources. The backend handles login, large data uploads, database management, access restrictions, and user handling.

- **Bodyteria**

<https://bodyteria.com>

BODYTERIA is a health solutions provider that combines cutting-edge technologies with distinctive health solutions to deliver prompt and noticeable results. This team project encompasses a wide range of functionalities, including a user module, booking module, and staff management, among others. BODYTERIA manages users across different franchises, providing them with individual profiles.

Users can log in to their profiles and access a dashboard where they can view all appointments, book or cancel appointments, and select preferred dates, services, and available slots. Staff members also have their own dashboard, enabling them to view appointments specific to their franchise. They can edit their profiles, request leave, view assigned appointments, and create new appointments.

The admin dashboard offers extensive capabilities such as adding staff members, assigning staff to the appointments, managing leave calendars, configuring off days, and blocking slots. Additionally,

the administrator has the authority to add machines, services, staff members, franchises, and other system options. The booking module, custom-developed for this project, offers a multitude of functionalities.

- **Quod Financial Hub**

<https://hub.quodfinancial.com>

Quod Financial is a provider of multi-asset trading technology focused on automation and innovation - supporting the demands of e-trading markets. Quod Financial Hub is the space where they provide all documentations and also used to manage users.

For the Karbone Hub project, a module was created to facilitate seamless integration between ZOHO CRM and WordPress. This module automates the process of adding and updating Zoho contacts within WordPress and vice versa. This module automates the addition and updating of contacts between the platforms. Upon user signup on WordPress, a corresponding contact is created in ZOHO CRM with a custom role using APIs. Similarly, any contact creation or updates in ZOHO CRM reflect in WordPress through webhooks, ensuring synchronized data exchange.

## **DECLARATION**

I hereby declare that all the details furnished are genuine and can be subjected to verification at any time.

Place : Thrissur Yours Sincerely ( ATHIRA SR )