

# Muhammed Riyash J

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## EXECUTIVE SUMMARY

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Front-End & WordPress/Shopify Developer with 2+ years of remote freelance experience, delivering 12+ high-performing websites and 3 custom plugins. Skilled in turning business requirements into responsive, SEO-optimized digital solutions, achieving PageSpeed scores of 85+, 10–25% conversion improvements, and a 40% reduction in support queries. Strong hands-on experience with HTML, CSS, JavaScript, WordPress, Shopify (Liquid), and WooCommerce, with growing exposure to React.js application development. Known for clear communication, clean code, and owning projects end to end.

## SOFTWARE SKILLS

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- Frontend: HTML5, CSS3, JavaScript (ES6+), Bootstrap, Responsive Design, Basic Reactjs.
- CMS & E-Commerce: WordPress (Theme & Plugin Development), Shopify (Liquid, Metafields), WooCommerce.
- Plugin Development: WordPress Plugin Development, WooCommerce Extensions Analysis.
- Backend & Tools: cPanel, PHP (Basics), Version Control, MySQL (Basics), Git, VS Code.
- Core Skills: UI/UX Implementation, Cross-Browser Testing, Performance Optimization, SEO, Client Requirement Analysis, Agile Project Execution.

## PROFESSIONAL EXPERIENCE

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### Freelance Front-End & WordPress/Shopify Developer

Sep 2024 – Dec 2025

Kanchipuram, Tamil Nadu, India (Remote)

- Delivered **12+ production websites** using WordPress and Shopify for SMEs and startups, driving an average **25% increase in organic traffic** within three months of launch.
- Designed and deployed **custom WordPress and WooCommerce solutions** to support lead management, order tracking, and referral-based growth strategies.
- Optimized multiple Shopify stores using **Liquid, JavaScript, and metafields**, improving checkout flow and increasing conversion rates by **~10%**.
- Improved **Core Web Vitals and performance** across all projects, achieving **PageSpeed scores ≥85/100** on mobile and desktop.

### Front-End Developer Internship

Besant Technologies, Chennai, Tamil Nadu | 6-Month Internship

- Built responsive, mobile-first UIs using **HTML, CSS, JavaScript, and Reactjs** following accessibility best practices..
- Developed frontend projects including an **Instagram-style UI clone, To-Do List app, and a Recruitment Management (CRUD) system**.
- Assisted with **WordPress theme customization, WooCommerce setup**, and cross-browser testing.
- Debugged UI issues and optimized frontend performance across devices..

## RELEVANT COURSEWORK

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Web Development | JavaScript Essentials | UI/UX Design Principles | CMS Management | Responsive Frontend Development | Database Fundamentals

## EDUCATION

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### Master of computer applications (MCA)

Apr 2025 – Aug 2027

SRM University -sikkim (Pursuing)

### Bachelor of Commerce (B.Com)

Oct 2019 – Sep 2022

RDB College Of Arts And Science, Papanasam, Tamil Nadu

## CERTIFICATIONS

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- Completed Front-End Development Certification — Besant Technologies, T. Nagar, Chennai
- Completed Web Development Masterclass Certification- YOUACCEL Career & Learning

## PROJECT EXPERIENCE

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### Custom Lead Management Plugin (WordPress)

- Built end-to-end admin dashboard with lead capture forms, search/sort filters, bulk export (CSV), and user role permissions — replacing manual spreadsheets for client CRM.

### WooCommerce Order Tracking System

- Integrated real-time order status updates with visual progress indicators and automated notifications — improving post-purchase transparency and trust.

### Shopify Conversion Optimization Suite

- Upgraded 3 e-commerce stores with sticky CTAs, trust badges, dynamic product bundles, and one-click upsells — contributing to **+12% average order value (AOV)**.

### WooCommerce Referral Engine

- Implemented viral growth mechanics: unique referral links, point-based rewards (discounts/store credit), and admin analytics — enabling zero-cost customer acquisition.

## ACHIEVEMENTS

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- Delivered **12+ client websites** and **3 custom plugins** with 100% client satisfaction.
- Recognized for **clean code practices**, timely delivery, and solution-oriented problem solving.
- Consistently achieved **>90 Lighthouse performance scores** across freelance projects.

## LANGUAGES

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- English (Professional Working Proficiency) | Tamil (Native) | Arabic (Conversational)