

MUHAMMAD SAAD

Senior WordPress Developer

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PROFESSIONAL SUMMARY

Senior web developer and digital agency co-founder with 5+ years of experience building and shipping WordPress, WooCommerce, Shopify, Webflow, and Framer sites for clients across Germany, the US, and Pakistan. Started as a freelance graphic designer and Shopify store builder on Fiverr, creating animated mockups, image mockups, and t-shirt designs, before growing into full-stack web development. Currently senior developer at Pixoraa, a Germany-based web design and development agency, and runs Pixlo as a small side project serving US small businesses in spare time. Skilled at combining web development and graphic design with AI-assisted workflows (Claude Code, n8n automation) to deliver custom booking systems, e-commerce integrations, client portals, and lead-generation pipelines.

TECHNICAL SKILLS

- CMS & E-commerce Platforms: WordPress, WooCommerce, Shopify, Webflow, Framer, Elementor
- Programming Languages: JavaScript, PHP, Python, HTML, CSS
- Automation & AI Tools: Claude Code, n8n, WP REST API, Shopify Dev MCP, Playwright
- Backend & Infrastructure: Docker, PostgreSQL, Next.js, SSH/server administration
- Design Tools: Adobe Photoshop, Adobe Illustrator, Figma
- Graphic Design: Animated mockups, image mockups, t-shirt design, product mockup design
- Other: SEO optimization, responsive design, client portal development, DNS/email administration, social media integration

PROFESSIONAL EXPERIENCE

Senior Web Developer | Pixoraa (Germany-based Web Design & Development Agency), Remote2022 – Present

- Deliver custom WordPress, WooCommerce, Shopify, Webflow, and Framer builds for international clients across hospitality, healthcare, and service industries.
- Built a multi-class room booking system for a hotel client and custom white-label client portal plugins for cleaning-service and credit-repair clients.
- Designed and shipped full sites for German-market clients, including translated copy, SEO meta content, and legal page compliance.
- Introduced AI-assisted development workflows (Claude Code, n8n automation) to speed up delivery and build internal agency tooling.
- Set up SEO infrastructure and resolved DNS/email routing issues following a nameserver migration.

Founder (Side Project) | Pixlo (Small Side Project, Pakistan), Remote2023 - Present

- Run Pixlo as a small side project in spare time, delivering occasional web design work to US small businesses.
- Built a small automated outreach pipeline (web scraping, site audits, email delivery) to occasionally find new clients.

Freelance Graphic Designer & Web Developer | Fiverr, Remote2021 – Present

- Delivered customized WooCommerce e-commerce solutions for online businesses on a freelance basis.
- Built and maintained Shopify stores for clients, including full homepage, product, and landing page builds.
- Designed animated mockups and image mockups for client product presentations and marketing materials.
- Created custom t-shirt designs for print-on-demand and apparel clients.

WordPress Developer | Khan's E-Academy, Quetta, Pakistan2021 – 2022

- Customized e-commerce solutions for online businesses using WooCommerce plugin integration.

SELECTED PROJECTS

- Brick House Hotel: WordPress site with a custom multi-class room booking system.

- Krissi Cars: Framer-built site for a German vehicle transport coaching business, including full German copy and SEO meta content.
- Gebäudereinigung Lutz: WordPress site with SEO audit and a custom white-label client portal plugin.
- Alpha Group: Corporate website for a Pakistani holding company with three subsidiary brands.
- ShowGoodCredit: Credit repair website with Stripe Payment Links integration and a custom client portal.

EDUCATION

Bachelor of Science, Computer Science (BUIITEMS, Quetta, 2023)

Intermediate, Pre-Engineering (Islamia Boys College, Quetta, 2019)

Matriculation, Science (OPF, Quetta, 2017)

LANGUAGES

Urdu (Native) | English (Upper Intermediate)