

DHAVAL PANCHAL

Senior WordPress & Plugin Developer

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TECH STACK

- Custom Theme Development
- Plugin Architecture
- WooCommerce Engineering
- Gutenberg Blocks
- REST API Development
- PHP (OOP)
- MySQL Optimization
- JavaScript / jQuery
- HTML5 / CSS3
- Performance Optimization
- WP CLI / Git

PLATFORMS & TOOLS

- WordPress
- WooCommerce
- Shopify
- Firebase
- cPanel
- Page Speed Optimization

PROFESSIONAL SUMMARY

Senior WordPress & Plugin Developer with 5+ years of experience building scalable custom themes, bespoke plugin architectures and high-performance WooCommerce solutions. Specialized in hook-driven development, REST API integrations, and database optimization to deliver enterprise-grade digital platforms.

PROFESSIONAL EXPERIENCE

Freelance Senior WordPress Developer | Jun 2025 – Present

- Build custom WooCommerce solutions and plugin frameworks
- Implement automation integrations and optimize Core Web Vitals
- Handle complete lifecycle from requirement to deployment

Senior WordPress Developer — Universal Technolabs | Sep 2024 – Jun 2025

- Led architecture of scalable plugin modules
- Customized checkout flows and product logic
- Optimized backend performance and database queries

WordPress Developer — Hashtechy Technologies | Oct 2022 – Sep 2024

- Developed modern Gutenberg-based themes
- Integrated third-party APIs and payment gateways
- Maintained multiple ecommerce client websites

WordPress Developer — Freelancer | Aug 2021 – Oct 2022

- Delivered CMS and ecommerce solutions for SMEs

WordPress Developer — Universal Technolabs | Dec 2020 – Jul 2021

KEY ACHIEVEMENTS

- Improved WooCommerce store speed by 40%
- Developed reusable plugin used in multiple client projects
- Reduced database load time significantly via query optimization
- Delivered 60+ WordPress websites end-to-end

- Worked on bug fixing, feature enhancements and UI improvements

KEY PROJECTS

Advanced WooCommerce Ecommerce System

- Engineered scalable product management and reporting dashboards
- Developed optimized checkout workflow and admin analytics

Vehicle Booking Platform

- Built authentication-based booking workflow and admin control panel
- Implemented dynamic search and testimonial modules