

# MALICK HAROON

SENIOR WEB DEVELOPER



## PERSONAL SUMMARY

Utilize my experience and skill set to create high-quality, reliable, and secure WordPress websites and custom PHP Web applications, and to serve as a mentor and leader in the WordPress development community. I also strive to stay up to date with the latest technologies and trends in the industry and to continually expand my knowledge and skillset in order to offer the best solutions for my clients.

## KEY COMPETENCIES

- Website Speed Optimization
- Web Accessibility
- SEO Friendly
- Mobile Responsive
- Cross Browser Testing
- Quality Focused
- Fast Learner
- Website Security

## CONTACT INFORMATION

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## WORK HISTORY

### SENIOR WEB DEVELOPER

Factory 360 | 2020 – present

Award-winning experiential marketing agency known for its creativity, precision, and innovative approach to blending the digital world with physical experiences. This agency thrives on the edge of technology and trends, integrating culture with data to create memorable marketing campaigns

### SENIOR WORDPRESS DEVELOPER

Interbrand | 2016 – 2020

Interbrand is well-regarded for its annual "Best Global Brands" report, which ranks the world's most valuable brands based on a comprehensive assessment of brand performance. This report is widely anticipated and respected in the industry for its insights into how the best brands achieve their market position and value.



## SCHOOL ATTENDED

### Rochester Institute of Technology

BSCS | 2015

Bachelor's in Computer Science

## SENIOR WEB DEVELOPER

Factory 360 | 2020 – present

### JOB DESCRIPTION

- Worked on theme customization, child themes, fixing bugs, responsive edits, and creating mobile versions of the current theme.
- Project concepts and maintain optimal workflow using Laravel, PHP, HTML, CSS, and JavaScript frameworks.
- Complete detailed programming and development tasks for front-end public and internal websites as well as challenging back-end server code using Laravel, PHP, HTML, CSS, and JavaScript frameworks.
- Carry out quality assurance tests to discover errors and optimize usability.
- Collaborate with the designers to create a nice UI/UX.
- Worked on headless WordPress and Craft CMS.
- Managed a team, distributing tasks and code reviews.
- Cooperate with designers to create clean interfaces and simple, intuitive interactions and experiences.
- Worked on Shopify using liquid and headless Shopify implementation.
- Worked on different CMS solutions like Drupal, Magento, opencart, Joomla, and Webflow.
- Built email flows and campaigns on Klaviyo and ActiveCampaign
- Landing page creation and optimization
- Collaborated with third-party services APIs to integrate features like payment gateway, analytics, and more.
- Developed custom plugins, modules, and extensions to extend existing functionality.
- Built RESTful APIs for mobile apps and websites.
- Optimized website performance and speed by leveraging caching techniques and web performance best practices.
- Worked with content management systems such as WordPress, Drupal, Magento, and Joomla.
- Involved in the development of custom themes and plugins.
- Deployed and maintained websites on cloud hosting platforms such as AWS, DigitalOcean, and Google Cloud Platform.

## SENIOR WORDPRESS DEVELOPER

Interbrand | 2016 – 2020

### JOB DESCRIPTION

- Developed custom responsive themes from scratch based on provided Sketch/PSD/AI files, including creating mobile versions and optimizing for retina displays using CSS media queries.
- Specialized in theme customization, including child themes, fixing bugs, and making responsive edits across different CMS solutions like Drupal, Magento, OpenCart, Joomla, and Webflow.
- Experienced with Advanced Custom Fields (ACF) and custom theme pages development.
- Proficient in PHP, Bootstrap, JavaScript, jQuery for implementing visual effects, animations, and frontend functionalities.
- Expert in WooCommerce: installation, theme integration, payment methods integration, and frontend and backend customizations.
- Managed Webflow projects from development to deployment.
- Conducted import/export operations for MySQL databases, users, posts, pages, and custom post types.

- Performed website migrations across servers and optimized website speed and SEO to achieve top scores in Google Speed Insights, GTmetrix, and Pingdom.
- Integrated third-party services into websites, ranging from shopping carts to learning management systems.
- Skilled in WordPress development, including theme customization, development from scratch, and working with visual builders like DIVI, Elementor, and Visual Composer, as well as premium themes such as DIVI, BeTheme, AVADA, and Jupiter.
- Familiar with popular WordPress plugins like WooCommerce, Advanced Custom Fields, Slider Revolution, Contact Form 7, and MailChimp for WordPress.
- Utilized JavaScript, jQuery, and AJAX for creating dynamic web elements.
- Designed pages with HTML, CSS, SASS, and Bootstrap, focusing on mobile optimization and performance best practices like image optimization, sprites, and CSS file compression.
- Proficient with design and prototyping tools such as Photoshop, Invision, Zeplin, Adobe XD, and Figma.
- Established processes for requirements gathering and development, ensuring best practices in web design and development.



## TECHNICAL SKILLS

- Project management
- Strong decision maker
- Complex problem solver
- Headless
- JQuery
- React
- APIs Integration
- Plugins development
- WooCommerce
- Figma to HTML
- Branding
- Illustration
- Photoshop
- Email Templates
- Accessibility

- Creative design
- Innovative
- Service-focused
- WordPress
- Shopify
- Bootstrap
- PHP
- Java
- HTML5
- CSS3
- Mobile Responsive
- Cross Browser expert
- Figma/Sketch
- Klaviyo
- Send grid/Mailchimp