

KHAIRUDDIN RAMLI

Web Developer

+60122651350 @ kierlens@gmail.com Kuala Lumpur, Malaysia

SUMMARY

Web developer with over 10 years of experience specializing in WordPress and Shopify, and experienced with Webflow, adept at custom WordPress theme and plugin development, and site optimization, Skilled at identifying and resolving plugin/theme conflicts, optimizing site performance, and delivering high-quality user experiences. Proven ability to transforming Figma and PSD designs into scalable, responsive websites. Seeking to leverage deep platform knowledge in leading complex web projects.

EXPERIENCE

2019 - 2024

Boca Raton (Remote)

Web Developer

Crazy Fox Digital Marketing

Digital Marketing, SEO & Web Development Services

- Diagnosed plugin/theme conflicts and server issues using debugging tools.
- Provided technical support for clients post-deployment, including updates and maintenance.
- Developed custom WordPress themes and plugins, including advanced Gravity Forms integrations.
- Designed and developed multiple Webflow demo sites to showcase the company's portfolio and capabilities.
- Collaborated with designers to translate complex Figma and PSD layouts into responsive, pixel-perfect Shopify templates.
- Transforming complex layout Figma and PSD into live pages with Elementor.

2012 - 2019

Remote

Web Developer

Freelance

Custom Website Developments

- Built and maintained WordPress and Magento websites for small businesses.
- Developed Smarty templates for various CMS platforms.
- Developed mobile and responsive themes for phpMyDirectory.
- Developed mobile and responsive themes for PrestaShop.
- Offered ongoing technical support including bug fixes, plugin updates, and server-side troubleshooting.
- Developed documentation and tutorials to empower clients to manage their websites independently.

SKILLS

HTML

CSS

JavaScript

PHP

WordPress

Gravity Forms

Shopify

Webflow

Photoshop

PROJECTS

Nemra

<https://www.nemra.org/>

WordPress

- Developed advanced Gravity Forms integration for dynamic member registration workflows.
- Integrated MemberClicks API to sync user data between platforms seamlessly.
- Implemented complex Advanced Custom Fields for member's permission.

Allstar

<https://allstarmg.com/>

WordPress

- Collaborated with design and content teams to execute a full-site redesign on WordPress.
- Translated wireframes into responsive, accessible, and high-performance layouts.

Tax ID Bureau

<https://tax-id-bureau.com/>

WordPress

- Rebuilt website from WPBakery to Elementor for improved flexibility and performance.
- Built advanced multistep forms with Gravity Forms for customer intake.
- Integrated secure NMI payment API for real-time transaction processing.

Foy

<https://simplyfoy.com/>

WordPress

- Developed a custom WooCommerce product page template tailored to brand needs.
- Built a responsive e-commerce site optimized for mobile and SEO performance.

Raiders Fan Cruise

<https://raidersfancruise.com/>

WordPress (Design & Integration)

- Developed a custom booking page layout to match the exact marketing team's design using WordPress and Elementor.
- Transitioned from WooCommerce to an external booking tool while preserving SEO structure and site aesthetics.
- Ensured seamless UX during the migration phase, preventing drop-off during active ticket sales.

Saints Legends Cruise

<https://saintslegendscruise.com/>

WordPress (WooCommerce Customization)

- Created a responsive, brand-aligned booking interface to improve conversion rates and user trust.
- Customized WooCommerce to support installment-based payments for cruise room bookings, including backend logic and frontend checkout flows.
- Later adapted the site to integrate an external booking system, ensuring visual and functional continuity with the original WordPress site.

Aircraft Legal

<https://aircraftlegal.com/>

WordPress

- Rebuilt website from WPBakery to Elementor for improved flexibility and performance.
- Enhanced UX and site speed while maintaining design consistency.

PROJECTS

HFactor Hydrogen Water

<https://hfactorwater.com/>

Shopify

- Led the complete migration from WooCommerce to Shopify, ensuring data integrity and minimal downtime.
- Built a custom Shopify theme based on default theme, including product templates, and custom liquid sections.
- Optimized theme for mobile responsiveness and performance across modern browsers.

Rise Brewing Co

<https://risebrewingco.com/>

Shopify

- Collaborated with the design team to implement a full-site redesign based on provided wireframes.
- Customized Shopify theme using Liquid, HTML, and SCSS to match brand guidelines.
- Integrated third-party apps and optimized theme code to improve site speed and UX.

Kinder Beauty

<https://kinderbeauty.com/>

Shopify

- Revamped homepage and collection pages to improve conversion and usability.
- Worked closely with marketing to implement promotional sections using dynamic blocks.
- Enhanced SEO structure via schema markup and optimized image loading.

Ted Stuff

<https://tedstuff.com/>

Shopify

- Designed and developed reusable Liquid sections and blocks for rapid content management.
- Implemented a new homepage design that increased visual appeal and modularity for future updates.
- Ensured theme compatibility with Shopify's latest Online Store 2.0 features.

Get Snoozy

<https://www.getsnoozy.com/>

Shopify

- Built a custom Shopify theme based on default theme, including product templates, and custom liquid sections.
- Collaborated with the design team to implement a new design based on provided wireframes.
- Optimized theme for mobile responsiveness and performance across modern browsers.