



# ATIF RIAZ

Frontend Web Developer  
Wordpress Shopify Expert

## CONTACT

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## LANGUAGES

**English**  
speaking  
writing

**Urdu / Hindi**  
speaking  
writing

## AVAILABILITY

40 hrs/week

Flexible with  
time zones



## Professional Summary

A seasoned Web Developer with 10+ years of experience specializing in Frontend, WordPress, Shopify, and CodeIgniter development. Over the past 7 years, I have worked remotely and as a freelancer, managing international clients and delivering high-quality digital solutions. This journey has made me highly independent and disciplined—but it also made me realize the value of learning new things, staying updated with industry trends, and working within a collaborative environment.

I am now looking to join a professional team where I can continue to grow, gain fresh experiences, and contribute meaningfully with my proven technical skills. I'm fully open to remote, onsite (within my city), hybrid, part-time, and project-based roles. I believe this combination of freelance discipline and team-driven learning will allow me to deliver my best work, achieve personal growth, and maintain long-term mental and professional balance.

## Key Skills & Expertise

### WordPress



- WordPress Theme Development
- Plugin Widgets Development
- WooCommerce, WC-Subscriptions
- PSD/XD/Figma/Canva to WordPress
- UI Customization with Page Builders
- WordPress Speed Optimization
- WordPress Security & Hardening

### Shopify



- Shopify Theme Development
- Shopify Liquid
- Sales Funnels & High-Converting Landing Pages
- PSD/XD/Figma/Canva to Shopify
- Store Setup & Customization
- Third-Party Apps Integration



### Frontend & React JS



- HTML5, CSS3, SCSS
- Tailwind, Bootstrap, Zurb Foundation
- JavaScript, ES6+, React js & jQuery
- Material Components
- Responsive Web Design
- Cross-Browser Compatibility
- Parallax & Single Page Experiences

### PHP, MySQL & CodeIgniter



- PHP (Core)
- MySQL & database designing
- CodeIgniter 3,4 (Custom Modules, APIs)
- Custom Web Applications
- CRM/LMS Integration
- API Development
- Third-Party Software Integration



## Favourite Tools & Integrations

- Salesforce
- Pardot
- MailChimp
- GoHighLevel
- GTMetrix
- Gravityform
- AWeber
- Zapier
- WP Engine
- S2Member
- Shopify Partner
- Stripe
- Canva
- Yoast SEO
- Font awesome
- NMI
- WC-Subscription
- VS code
- AVADA
- Bridge Themes
- LearnDash
- PrintFul
- Hubspot
- GoDaddy
- Total Cache
- GIT
- Klaviyo
- Google Analytics
- cPanel
- and others

## Why you should choose me

- ◆ Honest, reliable, positive, and proactive professional
- ◆ 10+ years of web frontend experience
- ◆ **Upwork** Top Rated Plus badge holder
- ◆ WordPress, Shopify, and CodeIgniter expert
- ◆ Frontend-focused with SEO and performance mindset
- ◆ Proven results in revenue and conversions
- ◆ Strong UI sense using *Figma, XD, Canva*
- ◆ Excellent problem-solving and debugging skills
- ◆ Deadline-driven with quality-first delivery
- ◆ Deep understanding of responsive and adaptive design

## Communication & Work Style

- ◆ Prefer written communication; clearer and more effective for me.
- ◆ I may stutter more during video calls; work quality remains unaffected.
- ◆ Perform best with structured tasks, healthy workloads, and realistic timelines; value growth-focused teams over micromanagement.

## Recent Work Experience

2016 - 2024

### Natalie Minh Interactive LLC

A LA (California USA) based Digital marketing agency specializing in fitness, health, and celebrity branding.

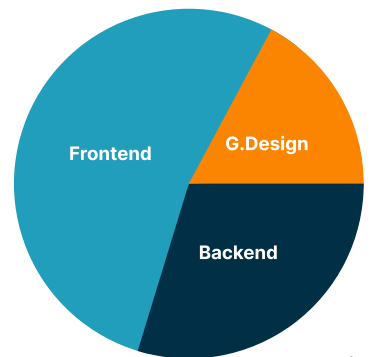
- Served as Senior Wordpress and Shopify Developer.
- Delivered 50+ Websites for their Fitness Celebrities client using custom themes.
- Improved page speed up to 50%, GTMetrix A-grads & 90 scores on PageSpeed Insights

2014 - Present

### Freelancing | Upwork, Fiverr

Upwork: <https://www.upwork.com/freelancers/~01bad1f22edd0d4ef>  
Fiverr: <https://www.fiverr.com/atifriazmughal/>

- Logged **16,000+ hours**, delivering long-term work for global clients.
- Specialized in WordPress themes, Shopify customization, and conversion-focused pages.
- Earned and maintained **Top Rated Plus** badge on Upwork.
- 100% Job Success Score with consistent 5-star feedback.
- Known for frontend polish, performance optimization, and SEO best practices.



## Education

2017 Graduation from University of Sargodha, PK

## Portfolio

The majority of my professional work involves frontend and UI development delivered under client ownership and agency confidentiality.

Selected work and walkthroughs listed here: <https://atifriazmughal.com/#portfolio>.