Faraz Ahmad

Backend Developer

contact@faraz-ahmad.com | faraz-ahmad.com/hire-backend.html

Lahore, Pakistan | Remote roles and freelance engagements | Flexible working hours

Upwork profile | LinkedIn | GitHub

Professional summary

Web developer with 10 years of experience, building APIs, integrations and application workflows. Work includes a Node.js and Sharp image-rendering pipeline, custom WordPress and WooCommerce development, and owned SaaS products. Seeking remote backend roles and freelance engagements.

Skills

Node.js, PHP, Laravel, MySQL, REST APIs, Sharp, WordPress plugins, WooCommerce, API integrations

Professional experience

WooCommerce Performance Engineer | Self-employed Aug 2023-present

- Diagnose WordPress and WooCommerce performance issues, including Core Web Vitals, database queries, plugin load and caching/CDN configuration.
- Build custom plugins and REST API integrations; handle migrations, staging and deployment workflows.

Lead Web Developer | Design Pact LLC Feb 2021-Aug 2023

- Led WordPress and WooCommerce development for a US design agency, including custom plugins, extensions and Elementor sites.
- Built API integrations, Zapier automation and PHP/Laravel tooling; managed staging, deployments and server configuration.

Senior WordPress & WooCommerce Developer | Designs Valley Mar 2013-Jul 2023

- Built and maintained custom WordPress themes and plugins in PHP/MySQL, with WooCommerce product, cart, checkout and payment integrations.
- Implemented responsive JavaScript, jQuery, HTML and CSS interfaces; handled migrations, performance work and inherited-code debugging.

Roles and dates follow my Upwork employment history; some engagements overlap.

Education

University of Engineering and Technology Lahore | 2009-2013
Bachelor's, Electrical Engineering and Computer Science

Professional track record

Top Rated on Upwork | 100% Job Success | 84 jobs | 1,445 hours

Profile checked 11 November 2026. Figures describe my overall Upwork profile.

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Selected project experience

Match Kicks / Design Pact

Client work

Product customization and image rendering

- Developed the Custom Color Generator for shoppers to change and preview apparel colors.
- Developed and optimized a Node.js and Sharp mockup pipeline with caching, CDN delivery and load balancing.
- Built WooCommerce hooks, custom WordPress plugins, shortcodes and REST API integrations.

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LeadGrab

My own product

Prospecting and CRM workflows

- Built domain discovery, email finding, verification and lead-list export workflows.
- Built AI-assisted CSV and Excel mapping with previews and manual review before import.
- Added private inventory, branded catalogs, shareable shortlists and client order requests.

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Maids in Black

Client work

WordPress pages, forms and API integration

- Implemented pricing and request-a-quote work, service-page layouts and mobile fixes.
- Built a shared location-page template with location-specific content, images and maps.
- Integrated the WordPress lead form with the LeadsFlow dashboard API; the dashboard was built by another developer.

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Examiar

My own product

Assessment SaaS

- Built the question-bank and exam-generation workflow, plus the public marketing site and walkthrough.
- Built reusable exam patterns and answer-key layout controls, including page breaks.
- Extended white-label domains to multi-organization accounts and connected assessment authoring with student management.

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Remote collaboration

Open to teams in the US, Canada, Europe, Australia and the Gulf. Working-hour overlap, role responsibilities and engagement terms to be agreed.