Faraz Ahmad

Full-Stack Developer

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

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

Upwork profile | LinkedIn | GitHub

Professional summary

Web developer with 10 years of experience across websites, custom features and application workflows. Client work includes product customization, Node.js image rendering and WordPress integrations; owned products span assessment SaaS and prospecting/CRM. Seeking remote full-stack roles and freelance engagements.

Skills

JavaScript, React, Next.js, Node.js, PHP, Laravel, MySQL, REST APIs, WordPress, WooCommerce

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.

Faraz Ahmad | Full-Stack Developer

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.

faraz-ahmad.com/portfolio/projects/matchkicks.html

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.

faraz-ahmad.com/portfolio/projects/examiar.html

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.

faraz-ahmad.com/portfolio/projects/leadgrab.html

Avenues Financial

Client work

Figma to Elementor

- Built the homepage, About, team, contact and service pages in Elementor.
- Implemented the blog archive, single-post template, navigation and footer.
- Worked through responsive layouts and moved the build from development to staging.

faraz-ahmad.com/portfolio/projects/avenues.html

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.