

Wassim Ajouz

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Full-Stack Web Developer with over three years of experience in Node.js, PHP, custom WordPress development, and API integration.

SUMMARY

Results-driven Full-Stack Developer creating scalable web applications and custom WordPress solutions. Proficient in building robust backend systems with Node.js and PHP and designing responsive, user-friendly interfaces. Leverages expertise in API integration, database management, and performance optimization to deliver high-performance, end-to-end digital products that meet client goals efficiently.

CORE COMPETENCIES

Full-Stack Development, Custom WordPress Themes, API Integration, Backend Architecture, Responsive UI/UX Design, Database Management, MVC Models, Project Lifecycle Management, Performance Optimization.

PROFESSIONAL EXPERIENCE

Freelance WordPress Developer & Designer | Self-employed

January 2023 – Present

- Deliver over 40 custom WordPress projects, managing the full development lifecycle from initial client consultation, detailed wireframing, design planning, to final deployment and go-live support.
- Collaborate with two international digital marketing agencies on 16+ projects, providing fully customized WordPress themes and functionality to meet their clients' unique business needs.
- Perform server administration on Ubuntu with LiteSpeed, including domain configuration, SSL installation, database management, and optimization to ensure secure, stable hosting environments.
- Develop custom WordPress themes from scratch using PHP, HTML, CSS, and JavaScript, implementing custom post types, dynamic templates, and interactive features for unique designs.
- Utilize page builders like Elementor and WPBakery to construct visually appealing, highly responsive layouts while ensuring websites remain performant, scalable, and follow best development practices.

Full-Stack Developer & Web Designer | Step To Media

November 2023 – March 2025

- Engineered full-stack web applications using MVC models and AJAX requests, building robust backend systems and responsive frontend interfaces for optimal user engagement.
- Architected and developed secure REST APIs for seamless data exchange between multiple proprietary web platforms and mobile applications, ensuring high availability and performance.
- Integrated complex third-party APIs, including Mux for video streaming and DTone for digital vouchers, enhancing application functionality and expanding core service offerings.
- Managed SQL (MySQL) and NoSQL (MongoDB) databases, designing efficient schemas and optimizing queries to ensure fast data storage, retrieval, and integrity.
- Utilized Node.js with Express and native PHP for backend development to create scalable, maintainable, and high-performance solutions tailored to specific project requirements.

WordPress Developer & Designer | Jazilan**January 2022 – December 2023**

- Designed and developed unique, non-template-based WordPress websites, creating bespoke user experiences by writing custom PHP code to extend core functionalities and features.
- Authored extensive custom CSS and JavaScript to implement complex design requirements, ensuring pixel-perfect consistency and delivering a unique brand identity for each client.
- Led the UI/UX design phase for multiple web projects, creating intuitive wireframes and high-fidelity mockups before beginning the development and build-out process.
- Managed project timelines and deliverables using Trello, effectively planning development sprints and communicating progress to ensure timely completion and client satisfaction.

Outreach Executive | IBC Group**October 2021 – October 2022**

- Executed targeted outreach campaigns across multiple social media platforms, including Twitter and LinkedIn, generating an average of 5 to 7 qualified leads daily.
- Collaborated effectively within a remote, international team across different time zones, utilizing digital communication tools to maintain alignment on marketing strategies and goals.

UI/UX Designer Intern | Webleb**April 2021 – May 2021**

- Advanced UI/UX design capabilities by creating wireframes and mockups for web applications, focusing on user-centered design principles and achieving unique visual aesthetics.
- Collaborated directly with the front-end development team, delivering detailed design specifications and assets on a weekly basis to ensure accurate implementation of vision.

EDUCATION**BE in Multimedia and Networking Engineering | Antonine University (UA)****June 2023**

SKILLS

Technical Skills: Node.js, Express.js, PHP, JavaScript, jQuery, React.js, HTML5, CSS3, SQL, MySQL, MongoDB, PostgreSQL, REST API Development, WordPress, Shopify, Git, Ubuntu, LiteSpeed Server, Figma.

Soft Skills: Problem Solving, Communication, Client Management, Project Planning, Time Management, Team Collaboration, Adaptability, Attention to Detail, Creativity, Self-Motivation, Critical Thinking, UI/UX Principles.

LANGUAGES

Arabic (Native), **English** (Fluent), **French** (Intermediate).