

SAQUIB ALI

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SUMMARY

Web Developer with 5+ years of professional experience, including 3+ years of hands-on work building and maintaining WordPress websites, custom PHP templates, and responsive front-end interfaces. Background in graphic design and UI/UX before moving into full-time development, which shapes a design-first approach to building fast, secure, and search-friendly websites. Comfortable across the stack: WordPress theme development, PHP, JavaScript, MySQL, REST API integrations, performance optimization, and server/hosting management with security hardening (Wordfence, SSL, LiteSpeed Cache). Recently expanded into AI-assisted automation, using N8N and the Claude API to streamline documentation, content, and lead-handling workflows. Experienced working directly with designers and marketing teams, translating Figma designs into pixel-accurate, production-ready websites.

TECHNICAL SKILLS

Frontend: HTML5, CSS3, JavaScript (ES6+), React.js, Responsive Web Design

Backend & CMS: PHP, REST APIs, WordPress Theme Development, Custom PHP Templates, MySQL, Plugin Configuration, Technical SEO

Infrastructure & Hosting: Linux, Server Management, DNS, SSL, CloudPanel, LiteSpeed Cache, Performance Optimization, Website Security, Wordfence

AI & Automation: N8N, Claude API, WhatsApp Cloud API, Botpress, Python, ReportLab

Tools & Practices: Git, Version Control, Deployment, Cross-Browser Compatibility, Debugging, Core Web Vitals, Accessibility

Design: Figma, Adobe Creative Suite, UI/UX Design, Wireframing, Brand Systems

EXPERIENCE

Aprazer Healthcare Private Limited, Web Developer Apr 2026 - Present

Build custom WordPress themes and PHP template parts directly from Figma designs, translating UI/UX specifications into pixel-accurate, production-ready pages. Develop and maintain PHP templates for specialized product flows, an international distributor registration portal, and a medicine verification system, testing each feature against real-world data before release. Harden site security with Wordfence configuration, SSL enforcement, and server-level access controls, and use LiteSpeed Cache to keep page speed and Core Web Vitals scores healthy. Work with WordPress's MySQL data layer to support custom fields, product data, and dynamic template logic. Configure multilingual pages via GTranslate with custom CSS overrides, supporting Aprazer's export markets across multiple countries. Automate pharmaceutical business documentation and registration paperwork with Python and ReportLab, cutting down manual document prep work. Manage code with Git and handle deployments to the production environment.

Metropole Group, Senior Visual Designer & Marketing Manager Jun 2024 - May 2026

Concurrently held Marketing Manager role at Collx Realty, a real estate subsidiary of Metropole Group • Sep 2024 - May 2026

Managed WordPress infrastructure for Metropole Group and Collx Realty, including server operations on Linux/CloudPanel, domain and DNS configuration, SSL, and security patch deployment. Built WhatsApp Cloud API and Botpress chatbot flows to automatically qualify and route inbound real estate leads for Collx Realty, cutting down manual follow-up work for the sales team. Set up N8N automation workflows connected to the Claude API to speed up content production across both brands. Directed digital marketing and brand strategy for Collx Realty across Meta Ads, Google Ads, and organic channels, growing high-intent inbound inquiries. Designed and rolled out a unified brand identity system across print, digital, and environmental touchpoints for Metropole Group's multi-vertical portfolio. Managed paid advertising for both brands on Meta and Google Ads, and produced in-house visual assets including campaigns, pitch decks, and video content.

Dean Infotech, Graphic Designer and UI/UX Specialist Nov 2022 - Jun 2024

Revamped the corporate website's UI/UX and built unified design guidelines for a multi-page site, working closely with developers to hand off responsive, development-ready layouts. Designed wireframes and component-based UI patterns for

international B2B client websites, focused on responsive layouts and consistent brand systems. Created social media and digital graphics using Adobe Creative Suite for cross-border marketing campaigns.

Freelance Graphic Designer, Self-Employed Jan 2022 - Nov 2022

Designed UI/UX prototypes, social media assets, and video edits for international clients across 4 countries. Managed client communication, project scoping, and delivery timelines independently across multiple time zones.

Anons Media, Junior Graphic Designer Jan 2021 - Dec 2021

Designed digital and social media assets, brand logos, and marketing graphics for a Russian media production house using Adobe Creative Suite. Contributed original visual designs, layouts, and branding elements across multiple client campaigns.

PROJECTS

Medicine Verification & Distributor Registration Portals

Objective: Give Aprazer Healthcare's international distributors and export partners a way to verify medicines and complete registration online.

Tech Stack: WordPress, PHP, MySQL, LiteSpeed Cache

Result: Built and shipped production portals used across Aprazer's export markets, with a caching-aware setup for reliable performance.

Automated Pharmaceutical Documentation

Objective: Cut down manual work in preparing brand-compliant business documents and registration paperwork.

Tech Stack: Python, ReportLab

Result: Automated document generation for Aprazer's registration and business documentation needs.

Real Estate Lead Qualification Automation

Objective: Qualify and route inbound real estate leads for Collx Realty without manual sales team triage.

Tech Stack: WhatsApp Cloud API, Botpress, N8N

Result: Cut manual follow-up time for the sales team and sped up lead response.

EDUCATION

Adyghe State University — Bachelor of Arts, Design and Visual Communications

Adyghe State University — Associate of Arts, Russian Language and Literature

LICENSES & CERTIFICATIONS

Claude Code in Action — Anthropic

Building with the Claude API — Anthropic

Claude 101 — Anthropic

Google AI Essentials — Google

Graphic Design Essentials — Canva

The Field Guide to Human-Centered Design — Canva

Meta Blueprint Certifications — Meta

Adobe Creative Certifications — Adobe