

Akassh Agrawal

12+ yrs WordPress Dev | Automattic & WP VIP Exp | Block Theme Specialist | Web Performance (LCP, CLS), Technical SEO & Web Accessibility (WCAG) Expert | Built Secure Plugins/Themes Across Domains



✉ akasshaagrawal@gmail.com | ☎ +91 9960 929310

🌐 LinkedIn: <https://linkedin.com/in/akash19jan>

🌐 GitHub: <https://github.com/Akash19jan>

🌐 WordPress VIP certification: [Advanced Professional WordPress Developer Certification from Automattic Inc.](#)

📍 Pune, India | Remote-Ready

Achievements

Achieved **Advanced Professional WordPress Developer Certification from Automattic Inc.**, validating expertise in building scalable and secure WordPress applications.
<https://automattic.credential.net/62b2a7d5-3cde-4e90-8123-197fc05009a2#acc.XcFu6ywn>

Professional Summary

Senior WordPress Developer with 12+ years of experience delivering high-performance, scalable platforms across eCommerce, EdTech, and insurance sectors. Proven track record building block-based themes, custom plugins, and secure WooCommerce solutions.

Delivered and supported platforms for 100+ clients at Ciloo and 250+ corporates at Ethika. Regularly achieve 95–99 Lighthouse scores through web performance tuning (LCP, CLS), technical SEO improvements, and WCAG-based accessibility compliance.

Proficient in REST API integration, WP-CLI, unit testing (PHPUnit), CI/CD workflows, and code reviews. Experienced in handling support tickets, triaging bugs, and collaborating across product, QA, and customer success teams in asynchronous, remote-first environments.

Core Competencies



WordPress Ecosystem:

WordPress VIP, WooCommerce, Gutenberg Block Theme Development, LearnDash, Multisite, WP-CLI, Custom Plugins & Themes, Hook/Filter APIs



Backend Development:

PHP, MySQL, REST API Integrations, Security Best Practices, CI/CD, Code Review, Debugging & Triage



Testing & QA:

Unit Testing (PHPUnit), Regression Testing, Debugging, Code Quality, Support Ticket Reproduction, Post-Deployment Validation



Performance & Optimization:

Web Performance (LCP, CLS, Core Web Vitals), Technical SEO, WCAG-based Web Accessibility, Schema/Structured Data



Frontend Technologies:

HTML, CSS, jQuery, Tailwind CSS, React.js, TypeScript



Cloud & Infrastructure:

AWS (EC2, S3, CloudFront), Cloudflare, GCP, DigitalOcean, Jenkins, Docker



Dev Tools & Workflow:

Git, GitHub, Jira, Composer, Slack, Asynchronous Collaboration, Timezone Flexibility, Ticket-Based Support

Work Experience

Lead WordPress Developer — Inverseparadox | July 2025 – July 2026

- Develop and maintain custom WordPress and WooCommerce solutions for eCommerce, publishing, financial services, and real estate clients
- Build advanced WooCommerce functionality, including custom product search and redirects, inventory rules, B2B purchasing workflows, invoice payments, bulk payment options, and reorder-only product logic
- Diagnose and resolve performance bottlenecks through database query optimization, efficient asset loading, caching, image optimization, and Core Web Vitals improvements

- Conduct accessibility audits and implement WCAG-compliant improvements across navigation, forms, interactive components, keyboard interactions, ARIA attributes, and semantic markup
- Develop custom Gutenberg blocks, block themes, reusable components, interactive maps, hotspots, and responsive front-end experiences
- Troubleshoot complex production issues involving plugins, themes, JavaScript, checkout workflows, third-party integrations, and browser compatibility
- Review pull requests, maintain WordPress coding standards, estimate technical tasks, and identify implementation risks before development
- Collaborate with project managers, designers, QA engineers, and other developers to deliver reliable solutions and provide ongoing client support

Stack: WordPress, WooCommerce, PHP, MySQL, JavaScript, Gutenberg, REST API, WP-CLI, HTML, CSS, GitHub, Core Web Vitals, WCAG Accessibility

Lead WordPress Developer — Ciloo B.V. | Apr 2024 – June 2025

- Delivered scalable WooCommerce solutions powering a print platform used by 100+ enterprise clients across global markets
- Built internal automation tools that reduced order/job processing time by 30%
- Integrated logistics and shipping APIs including HP SiteFlow, Gelato Connect, UPS, USPS, FedEx for real-time order routing, cost calculation, and shipment tracking
- Optimized web performance using Core Web Vitals metrics (LCP, CLS) with Lighthouse scores of 95–99
- Implemented technical SEO improvements, schema markup, and WCAG-compliant accessibility for the marketing site
- Led structured code reviews, contributed to CI/CD pipeline setup, and collaborated across QA, product, and support teams

Stack: WordPress, WooCommerce, PHP, MySQL, WP-CLI, REST API, AWS (S3, CloudFront), Cloudflare, GitHub, Slack

Lead Web Developer — Curotec | Nov 2022 – Apr 2024

- Delivered enterprise-grade WordPress solutions for global clients across eCommerce, SaaS, EdTech, telecom/security, and publishing
- Worked on high-impact platforms: learn.wpvip.com, gtt.net, ironcladapp.com, curotec.com
- Developed custom Gutenberg-compatible themes, WooCommerce features, and secure plugins tailored to client workflows and integrations
- Optimized Core Web Vitals (LCP, CLS) via caching, lazy loading, and Lighthouse-driven audits
- Integrated CRMs, payment gateways, analytics, and third-party platforms using REST APIs

and webhook automations

- Participated in code reviews, sprint planning, and handled client support tickets post-launch

Stack: WordPress, WooCommerce, PHP, MySQL, REST API, WP-CLI, Gutenberg, GCP, GitHub, Slack

Assistant Manager – WordPress/LMS — WhiteHat Jr (Byju's) | Jun 2020 – Nov 2022

- Led development of a WordPress + LearnDash LMS platform to train 1000+ educators
- Designed SEO-optimized content architecture using custom post types and Gutenberg
- Built admin dashboards and reporting tools for leadership
- Ensured accessibility compliance (WCAG) and optimized LMS performance for mobile and low-bandwidth users
- Collaborated with product, instructional design, and engineering teams

Stack: WordPress, LearnDash, PHP, MySQL, Gutenberg, JavaScript, SEO, WCAG, Slack, GitHub

Head of IT & Co-founder — Ethika Worklife & Ethika Insurance | Apr 2017 – Jun 2020

- Built and scaled a WordPress Multisite SaaS platform supporting 250+ corporate clients
- Digitized policy issuance and claims workflows; integrated APIs from multiple insurers
- Developed custom dashboards, portals, and automation workflows
- Led DevOps, cloud infrastructure, and product design using AWS Lightsail
- Oversaw system security, uptime, SEO, and scaling of platforms

Stack: WordPress Multisite, PHP, MySQL, REST API, AWS Lightsail, Git, Slack

WordPress Developer — WisdmLabs | Jan 2015 – Apr 2017

- Developed WooCommerce and LMS-based solutions for education and training clients
- Built reusable modules, reporting dashboards, and admin tools
- Managed in-house development servers and supported plugin/theme testing environments
- Collaborated with designers, testers, and project managers to deliver optimized, SEO-friendly websites

Stack: WordPress, WooCommerce, PHP, MySQL, HTML, CSS, Git

Highlighted Projects

- learn.wpvip.com – Developed WordPress VIP learning platform with block theme support, accessibility compliance, and REST-based content delivery

- gtt.net – Implemented custom plugin functionality and optimization strategies for this telecom/security enterprise site

- ironcladapp.com – Delivered Gutenberg-compatible theme enhancements and REST-based content workflows for LegalTech SaaS platform

- curotec.com – Led technical implementation for agency website including performance tuning, schema, and client case study modules

Education

Master of Computer Applications (MCA)

MIT World Peace University (MIT-WPU), Pune

Graduated: 2015

Certifications

- **Advanced Professional WordPress Developer Certification from Automattic Inc**
- Cisco Certified Network Associate (CCNA) – Past certification

Relevant Keywords

WordPress VIP, Gutenberg Block Themes, WooCommerce, WP-CLI, REST API, Custom Plugin Development, Theme Development, Core Web Vitals (LCP, CLS), Technical SEO, Schema Markup, Web Accessibility (WCAG), Unit Testing (PHPUnit), Regression Testing, Bug Triage, CI/CD, Code Review, API Integrations, LMS Development, LearnDash, Multisite WordPress, MySQL, PHP, HTML, CSS, Tailwind CSS, JavaScript, React.js, Git, GitHub, Slack, Jira, Composer, Docker, AWS, Cloudflare, DigitalOcean, GCP, Jenkins, Ticket-Based Support, Customer Collaboration, Asynchronous Remote Teams, Performance Optimization, SEO Architecture, Accessibility Testing, Server Management, DevOps, Content Migration