URVISHA PATEL

Senior WordPress Engineer

+91 7600259717 | contact@buildwithurvisha.in | linkedin.com/in/urvishapatel1 | buildwithurvisha.in

PROFESSIONAL SUMMARY

7 years experience building complex, custom WordPress plugins and themes from scratch, with PHP, JavaScript, HTML and CSS development. Experience building custom Gutenberg blocks and React-based blocks to extend the Block Editor experience, alongside deep expertise in ACF-driven architecture, WooCommerce and CPTs. Comfortable working with Git/GitLab version control and GitHub Actions CI/CD workflows. Combines individual technical delivery with team leadership mentoring developers, conducting code reviews, and enforcing engineering best practices across client projects.

CORE COMPETENCIES

Client & Team Management: Client Communication, Requirement Gathering, Team Mentoring, Code Reviews, Sprint/Ticket Ownership

WordPress Engineering: Custom Plugin & Theme Development from Scratch, ACF, WooCommerce, CPTs, Shortcodes

Block Editor Development: Custom Gutenberg Blocks, React-Based Blocks, ACF Flexible Content

Core Languages: PHP, JavaScript, HTML5, CSS3, SCSS, jQuery, Bootstrap, Tailwind

CI/CD & Version Control: GitHub Actions, Git / GitLab, Bitbucket

Team Leadership: Code Review, Mentoring, Best-Practice Enforcement, Sprint/Ticket Ownership

Performance & Web Ops: Site Speed Optimization, DNS, SSL, Cloudflare/CDN, Caching, Staging-to-Production Deployment

AI-Assisted Development: GitHub Copilot, Cursor, VS Code, GitHub MCP

Project Tools: Jira, Trello, ClickUp, Monday.com, Basecamp

PROFESSIONAL EXPERIENCE

Team Lead / Sr. WordPress Developer — Conversion Digital *Aug 2024 – Present*

- Build complex custom WordPress plugins, themes, Gutenberg blocks from scratch, extending the Block Editor experience beyond standard page-builder configuration.
- Develop custom functionality including Custom Post Types (CPTs), ACF-driven flexible content architecture, shortcodes and plugin enhancements for client requirements.
- Lead daily stand-ups and ticket prioritization across the team, conducting code reviews and mentoring developers to follow best practices.
- Own website maintenance and web ops hosting, DNS configuration, SSL, caching/CDN (Cloudflare, WP Super Cache), performance optimization, and staging-to-production deployment using GitHub Actions-based CI/CD.
- Integrated AI-assisted development (GitHub Copilot in VS Code and Cursor with GitHub MCP-connected context) into team workflow to speed up coding, code review and debugging.
- Defined and rolled out a standardized pre-live/post-live QA checklist, reducing defects slipping through after launch.

WordPress Frontend Developer — E2M Solutions *Feb 2022 – Mar 2024*

- Customized WordPress themes with ACF-based content solutions and built custom plugin functionality for a portfolio of agency clients using PHP, JavaScript, HTML and CSS.

- Led and reviewed the work of junior developers, owning task handoffs and code review sign-off to ensure output met client quality standards.
- Built and maintained sites in Git/GitLab-based workflows, converting PSD and design mockups into responsive, production-ready webpages.

WordPress Frontend Developer — Webindia INC *Jun 2021 – Feb 2022*

- Built and managed WordPress websites using custom PHP-based development and page builders, implementing subscription-based functionality and improving site performance through front-end optimization.

Web Developer — HikeBranding *Jun 2018 – May 2021*

- Trained junior developers from scratch on WordPress development, then directed their day-to-day task delivery and reviewed code quality across client projects.
- Developed WordPress and HubSpot websites end-to-end, from design handoff through deployment, including API integrations, custom plugins and ACF/WooCommerce-based solutions.

EDUCATION

BE, Computer Engineering — GTU, Apollo Institute of Engg. & Tech. | CGPA: 8.1 | 2015 – 2018
Diploma, Computer Engineering — GTU, Govt. Polytechnic for Girls | CGPI: 8.5 | 2012 – 2015