

MOSTAFA NOUH

Full-Stack Developer | WordPress Developer | Web Designer | UI Designer

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PROFESSIONAL SUMMARY

WordPress Developer and Website Designer who builds and maintains fast, responsive, conversion-focused business websites. Experienced across 16+ delivered and supported WordPress and WooCommerce projects for agencies and business clients, handling full execution — from site structure and design implementation to theme customization, mobile-first responsive layouts, and performance optimization. Comfortable owning projects end to end: translating requirements into clean, on-brand pages, improving Core Web Vitals and load speed, and troubleshooting technical issues independently. Skilled with page builders including Elementor, Astra, and Woodmart, with a strong WordPress, theme customization, and custom CSS foundation that allows quick ramp-up on Avada-based workflows. Available for remote, part-time collaboration with a U.S. digital marketing agency, aligned to EST hours.

CORE SKILLS

- WordPress website design and development; theme customization and page builders (Elementor, Astra, Woodmart; adaptable to Avada)
- Responsive, mobile-first design and RTL layouts with cross-browser compatibility
- Website performance optimization and Core Web Vitals — speed, caching, CDN, and image optimization
- WooCommerce and e-commerce development — product pages, checkout, and store UX
- UI design and landing page design translated from brand concepts
- Technical and on-page SEO basics with SEO-oriented site structure
- Independent troubleshooting and problem-solving under deadlines
- Project ownership from requirements to delivery; remote collaboration with agencies and marketing teams

PROFESSIONAL EXPERIENCE

Innovo Production — Full-Stack Developer (WordPress)

[2025] – Present

Remote · [innovo.sa](https://www.innovo.sa)

- Build, customize, and maintain WordPress and WooCommerce websites for the company and its clients, owning projects from requirements and structure through design implementation and launch.
- Implement responsive, mobile-first layouts and on-brand UI from design concepts, ensuring cross-browser compatibility across devices.
- Customize themes and page builders (Elementor, Astra, Woodmart) and write custom HTML, CSS, and JavaScript to build custom sections beyond default templates.
- Improve website performance and Core Web Vitals through image optimization, caching (LiteSpeed Cache), and Cloudflare CDN configuration.
- Develop and optimize WooCommerce stores, including product pages, checkout customization, payment setup support, and store UX improvements.
- Troubleshoot layout, performance, plugin, and hosting issues independently to keep client sites stable and fast.
- Collaborate with marketing and design teams to support SEO-oriented site structure, landing pages, and lead-generation-focused pages.

Zahw Contracting — Marketing & Programming Specialist / Web Developer

[2024] – [2025]

[zahw.sa](https://www.zahw.sa)

- Supported website development and the company's digital presence, delivering site updates, technical fixes, and online business solutions.
- Translated business and marketing requirements into web pages and digital assets in coordination with the design team.
- Provided ongoing technical support and troubleshooting across the company's website and digital channels.

SELECTED PROJECTS

IGTC Store — WooCommerce E-commerce Store · WordPress / WooCommerce Developer

Customized WooCommerce checkout and product pages, improved mobile UX, and optimized store speed and performance; supported Apple Pay/payment setup and refined overall store structure. Tech: WordPress, WooCommerce, Custom CSS, Performance Optimization · [igtc.sa](https://www.igtc.sa)

Innovo Production — Corporate / Agency Website · Full-Stack / WordPress Developer

Developed and maintained the company website with custom WordPress sections, responsive layouts, and an SEO-oriented structure, keeping the site fast and up to date. *Tech: WordPress, HTML, CSS, JavaScript, Technical SEO* · innovo.sa

Alan Perfume — *WooCommerce Perfume Store · Performance & Debugging Support*

Diagnosed and resolved site-speed issues through hosting, CDN, and cache investigation plus a WooCommerce technical review, delivering concrete optimization recommendations. *Tech: WooCommerce, Core Web Vitals, Cloudflare, Caching* · alanperfume.com

Abu Rumanah Restaurant — *Restaurant Website / Digital Menu · WordPress Developer / UI Implementer*

Implemented a mobile-first Arabic (RTL) digital menu and policy pages with a clean, responsive structure optimized for on-phone browsing. *Tech: WordPress, RTL, Responsive Design, UI* · aburumanah.com/menu

Finzione Digital Menu — *Digital Menu / Restaurant · Front-End / WordPress Developer*

Built a mobile-first digital menu interface with RTL support, category navigation, and a user-friendly visual structure. *Tech: WordPress, HTML, CSS, Responsive Design, RTL* · finzione.innovo.sa

Jana Beauty — *E-commerce Store · WordPress / E-commerce Developer*

Delivered e-commerce store work including setup and support, responsive design, and WooCommerce-related improvements. *Tech: WordPress, WooCommerce, Responsive Design* · jana-beauty.com

REMC KSA — *WordPress Business Website · WordPress Developer*

Set up and customized a business website with structured service sections and a fully responsive implementation. *Tech: WordPress, Theme Customization, Responsive Design* · remc-ksa.com

Artovilla — *WordPress Website · WordPress Developer*

Customized WordPress pages with responsive layouts and clean UI implementation. *Tech: WordPress, Custom CSS, UI* · artovilla.com

ADDITIONAL WEBSITES DELIVERED

- **Sawanie** — digital menu / website; responsive design and UI customization. sawanie.com
- **Zohor Al Sham** — restaurant website / digital menu; responsive layout. zohoralsham.com
- **IBS** — custom business website; front-end/back-end support and responsive layout. ibs.sa
- **BC Consult** — consulting website; structure, responsive UI, and technical support. bc-consult.sa
- **Zahw** — contracting company website; web development and digital-presence support. zahw.sa

EDUCATION

Bachelor's Degree — Institute of Tourism and Hotels · 2022

Ongoing self-directed learning in WordPress development, front-end engineering, and web performance.

MILITARY SERVICE

Completed.

LANGUAGES

Arabic — Native · English — Professional Working Proficiency

TOOLS & TECHNOLOGIES

Front-End: HTML5, CSS3, JavaScript, Responsive Design, RTL Layouts, Cross-Browser Compatibility, UI Implementation

Frameworks: React.js, Next.js

Back-End: PHP, Laravel

WordPress / CMS: WordPress, WooCommerce, Theme Customization, Plugin Configuration, Custom Sections, Page Builders (Elementor, Astra, Woodmart; adaptable to Avada), Custom CSS, WordPress Performance Optimization, WordPress Maintenance

Performance / SEO: Core Web Vitals, Website Speed Optimization, Image Optimization, Caching, CDN, Cloudflare, LiteSpeed Cache, Technical SEO, On-Page SEO, Site Structure

Design: UI Design, Landing Page Design, Graphic Design, Photoshop, Canva

AI Tools: ChatGPT, Claude — used responsibly for research, debugging, and development planning

Workflow & Collaboration: Trello, Slack, Google Drive, Loom, Git, Remote Collaboration