NADA MAHMOUD AHMED

WORDPRESS + WOOCOMMERCE DEVELOPER / ARABIC RTL STORES / GULF PAYMENTS

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01 PROFILE

WordPress and WooCommerce developer since 2013, with 20+ sites and stores delivered for clients in Egypt, Saudi Arabia and Bahrain. Builds Arabic RTL and bilingual sites with WPML, integrates Gulf payment gateways, and handles speed, Core Web Vitals, SEO setup and domain-to-launch delivery, with React and Next.js for custom interfaces when a project needs more than a theme.

02 CAPABILITIES

01 **WORDPRESS + COMMERCE** WordPress, WooCommerce, theme and plugin development, Elementor, WPBakery, ACF, WPML, Arabic RTL

02 **PAYMENTS + INTEGRATIONS** MyFatoorah, Tap, Stripe, PayPal, third-party APIs, Google Analytics, Tag Manager

03 **SPEED + SEO** Caching, CDN, database optimization, Core Web Vitals, Yoast, Rank Math, hosting, SSL, DNS

04 **FRONTEND + DESIGN** React, Next.js, TypeScript, TailwindCSS, HTML5, CSS3, Figma, Adobe XD, Photoshop, Illustrator, responsive UI

03 EXPERIENCE

WordPress Developer + Web Designer / Freelance

2013 - Present

- Designed and developed 20+ WordPress and WooCommerce websites for clients in Egypt, Saudi Arabia and Bahrain.
- Built Arabic RTL and multilingual sites with WPML, integrated payment gateways (MyFatoorah, Tap, Stripe, PayPal) and third-party APIs, and managed domain-to-launch delivery.
- Improved speed and Core Web Vitals through caching, CDN and database optimization.

WordPress Administrator / Lawazem

2020 - 2022

- Managed and customized the WooCommerce operation supporting B2B corporate sales at lawazem.com.
- Kept the marketing and catalog site SEO-tuned and aligned with the React ordering platform.

Frontend Developer / Lawazem

2022 - Present

- Built and maintained the React B2B ordering platform at app.lawazem.com alongside the WooCommerce site, with Google Analytics and Tag Manager on the commercial funnel.

Frontend Developer / Digitation - Freelance

2023 - Present

- Built React and TypeScript dashboards for Saudi clients, including a real-time Finance Command Center for Ibn Saadan Group and healthcare systems for Makkah and Al-Majmaah.

Frontend Developer / Buraq AI - Freelance

2024

- Built the bilingual Next.js site for a Saudi WhatsApp AI agent at buraq.ai, Arabic-first RTL with an English mirror.

Graphic Designer + WordPress Administrator / Sadu Agency

2020 - 2022

- Managed plugin, security, content and user updates; translated Figma layouts into responsive HTML and CSS.

04 SELECTED PROJECTS

Lawazem.com / WooCommerce operation and SEO-tuned catalog site for a Saudi B2B office-supply brand, paired with a React ordering platform.

Spectrum for Women / Custom WordPress implementation for a women-focused coaching brand; achieved a 40% traffic increase.

Lumiverse / Bilingual WordPress product storytelling for a Saudi lighting technology brand with a dark industrial visual system.

Proteam / Arabic service architecture and conversion pages for a Saudi HR consultancy.

WAFA / Arabic WordPress service platform with initiative, domain and service-routing structures.

Buraq AI / Bilingual Next.js site for a Saudi WhatsApp AI agent, for clients who need more than a WordPress theme.

05 GULF WEBSITE ARCHIVE

01 COMMERCE lawazem.com / lumiverse-sa.com / dahop.co / bagury-shop.com

02 CORPORATE ldc.sa / tech.qplan.sa / vircont.com / sa-ecg.com

03 SERVICES proteam.sa / kondigital.sa / twomark.com / dheya-sa.com

04 COMMUNITY spectrum4women.com / wafa.org.sa

06 EDUCATION

Frontend Development Diploma 2022 - 2023

Web Design Diploma 2014 - 2015

Bachelor of Fine Arts - Graphic Design, Alexandria University 2008 - 2012

07 LANGUAGES

ARABIC Native / **ENGLISH** Professional proficiency

08 COMPLETE PORTFOLIO

VIEW ALL PROJECT CHANNELS / nadaaboelenin.com/work