

NADA MAHMOUD AHMED

FRONTEND DEVELOPER / WORDPRESS + WOOCOMMERCE / UI/UX

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01 PROFILE

Frontend Developer and UI/UX Designer building responsive React applications, WordPress platforms and WooCommerce stores for teams across Egypt and the Gulf. Combines product-focused frontend delivery with a graphic-design foundation, Arabic RTL expertise, analytics integration, hosting configuration and production QA.

02 CAPABILITIES

01 FRONTEND React.js, Next.js, TypeScript, JavaScript, HTML5, CSS3, TailwindCSS, MUI, Redux, Zustand, Framer Motion, REST APIs, WebSocket UIs

02 WORDPRESS + COMMERCE WordPress, WooCommerce, theme and plugin development, Elementor, WPBakery, ACF, WPML, Arabic RTL, MyFatoorah, Tap, Stripe, PayPal, Yoast, Rank Math

03 DESIGN + DELIVERY Figma, Adobe XD, Photoshop, Illustrator, responsive UI, accessibility, Git/GitHub, hosting, SSL, DNS, Google Analytics, Tag Manager, cross-browser QA

03 EXPERIENCE

Frontend Developer / Digitation - Freelance

2023 - Present

- Built a real-time Finance Command Center for Ibn Saadan Group with live KPI cards, multi-series charts, AR/AP aging tables, risk indicators and WebSocket data binding.
- Developed React and TypeScript dashboards for Al-Majmaah Medical Center, Makkah Healthcare and Saudi Security Forces.
- Delivered responsive TailwindCSS components, API integrations, hosting/SSL/DNS setup and cross-device production QA.

Frontend Developer / Lawazem

2022 - Present

- Built and maintained the React B2B platform at app.lawazem.com, including an optimized bulk-order flow, lazy loading and modular state-managed UI.
- Integrated Google Analytics and Tag Manager while maintaining consistent behavior across desktop and mobile breakpoints.

WordPress Administrator / Lawazem

2020 - 2022

- Managed and customized the WooCommerce operation supporting B2B corporate sales at lawazem.com.

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 and third-party APIs, and managed domain-to-launch delivery.
- Improved speed and Core Web Vitals through caching, CDN and database optimization.

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

Finance Command Center - Ibn Saadan Group / React 18, TypeScript, TailwindCSS and WebSocket-driven financial monitoring across high-frequency dashboard views.

Lawazem B2B Platform / React application for corporate ordering, paired with a WooCommerce marketing and catalog platform.

Makkah Health Cluster System / React and TypeScript interface with dynamic mapping, API integration and advanced form validation.

Joynt / Responsive frontend components and backend API integration for a modern web 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.

05 GULF WEBSITE ARCHIVE

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

02 CORPORATE mvc.meta-vision.net / ldc.sa / tech.qplan.sa / vircont.com / sa-ecg.com

03 SERVICES dev.creativeforum.co / 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