

Rohith Sunil

WordPress Developer and UI/UX Designer

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Professional Summary

Web Developer & UI/UX Designer with 4+ years of freelance and in-house experience delivering 25+ WordPress websites across SaaS, eCommerce, and corporate clients. Skilled in Elementor, WooCommerce, PHP/JS customizations, Figma-to-WordPress conversions, and Core Web Vitals optimization. Experienced in DNS management, Cloudflare setup, secure hosting, and Zoho workflows. Known for building fast, secure, and user-friendly websites with clean, responsive designs.

Professional Experience

InstantPay Technologies FZE

Nov 2023 – Present

Web Developer and UI/UX Designer

Dubai Business Bay, AE

- Delivered custom WordPress websites using Elementor, WooCommerce, and PHP enhancements for diverse client needs, with active portfolio comprising 25+ live and past projects.
- Designed and developed an automated rental booking platform for **Luxury Charters**, featuring dynamic pricing, real-time scheduling, and a frictionless inquiry system—streamlining client operations.
- Improved UI layouts and frontend performance across client projects, resulting in faster page loads and improved usability.
- Configured cloud environments for high-availability sites and internal applications.
- Administered CentOS-based hosting servers and automated site management processes to ensure secure and reliable WordPress operations.
- Established robust server security infrastructure, including firewall setups, malware monitoring, hardening configurations, and automated offsite backups to protect against cyber threats.
- Enhanced SEO and Core Web Vitals through code refinements, image optimization, caching, and compression techniques—resulting in stronger organic visibility..
- Managed Google Ads and Meta Ads campaigns for yacht services and hospitality clients, increasing qualified leads and improving conversion rates.
- Created visual assets including landing pages, campaign banners, and brand-aligned creatives to support multi-platform marketing efforts.
- Handled technical setup and maintenance for domains, DNS, business email systems, Cloudflare integrations, and server troubleshooting across client portfolios.

Logezy UK

Jul 2023 – Nov 2023

Web Developer and Designer

Remote

- Built and deployed four responsive client websites integrated with healthcare and recruitment workflows, ensuring compliance and consistent user experience.
- Partnered with UI/UX teams to design modular components and intuitive layouts for **Careezy**, improving platform navigation and reducing user friction.
- Executed social media content strategies for LinkedIn and Instagram, increasing engagement and brand reach across client channels.
- Managed hosting and server operations across multiple sites, resolving performance and uptime issues with providers like GoDaddy and Hostinger.

Web Development Intern

Jan 2023 – Jun 2023

Vidya International Charitable Trust, UAE

Remote

- Trained in core web development fundamentals including PHP, HTML, CSS, and basic JavaScript.
- Worked under senior developers to understand website structure, database interactions, and code optimization.
- Assisted in updating and revamping the organization's existing website through guided tasks and supervised assignments.
- Completed assessments and hands on exercises to improve coding skills and follow best development practices.
- Gained experience in building responsive layouts, editing templates, fixing UI issues, and maintaining website content.

Projects

- Clq AE — cliq.ae** | Wordpress, WooCommerce, Elementor, Figma, PHP, JavaScript
- Developed a full ecommerce platform using WooCommerce and Elementor Pro, with custom PHP and JavaScript enhancements for advanced product logic and UI behavior. Redesigned the entire interface and achieved high performance scores through Core Web Vitals optimization.
- Circle Partners — circlepartners.in** | WordPress, Elementor, Figma, PHP, JavaScript
- Corporate website converted from Figma to Elementor with clean UI components, animations, and responsive layouts. Built a custom disclaimer popup plugin that remains locked until the user agrees, with session based tracking to prevent repeated displays.
- ClearPay — clearpaytech.io** | WordPress, Elementor, Figma
- SaaS style website featuring lightweight layouts, fast loading speed, and modern UI. Developed with Elementor and optimized for clarity, responsiveness, and smooth user experience.
- Macain Energy — macainenergy.com** | WordPress, Elementor, Figma
- Corporate engineering website with custom Elementor widgets, improved UI structure, SEO friendly hierarchy, and polished responsive design across all devices.

Technical Skills

WordPress & Ecommerce: WordPress, Elementor Pro, WooCommerce, Shopify, custom PHP edits, ACF, CPT, Gutenberg, multilingual setup
Technologies: HTML, CSS, basic JavaScript, API integrations, responsive frameworks, template customization
UI & Design: Figma, Adobe Photoshop, Adobe Illustrator, Canva, wireframing, layout systems
SEO & Performance: Yoast SEO, All in One SEO, PageSpeed Insights, Core Web Vitals optimization, caching, image optimization, GA4 setup
Marketing & Ads: Google Ads, Meta Ads, landing page optimization, high converting page layouts
Hosting & Deployment: Hostinger, GoDaddy, SiteGround, IONOS, CentOS, cPanel, Cloudflare, server management, security monitoring, automated backups, environment configuration

Education

De Montfort University Dubai <i>MSc Artificial Intelligence</i>	2026 - 2027 Dubai, UAE
PRIST University, India <i>Bachelor of Technology in Computer Science Engineering</i>	2019 - 2024 Chennai, India
GEMS United Indian School <i>Computer Science - Central Board of Secondary Education</i>	2017 - 2019 Abu Dhabi, UAE

Certifications

Template Monster <i>Advanced WordPress Elementor Certification</i>	2023
Template Monster <i>Advanced WordPress Certification</i>	2023
Coursera <i>C for Everyone: Programming Fundamentals</i>	2020

Personal Details

Nationality: Indian
Notice Period: 15 Days
UAE Driving License: Valid until November 2028
Visa Status :Self-Visa — Valid until November 2027
Languages: English, Hindi, Malayalam.