

# Harsh Gajipara

Senior Software Engineer • WordPress • WooCommerce • REST API

+91 9428301138 | [gajiparaharsh444@gmail.com](mailto:gajiparaharsh444@gmail.com) | [in.linkedin.com/in/harsh-gajipara](https://in.linkedin.com/in/harsh-gajipara) | [profiles.wordpress.org/harshgajipara](https://profiles.wordpress.org/harshgajipara) | Ahmedabad, India

## PROFESSIONAL SUMMARY

Results-driven WordPress Developer with 5+ years of experience building custom themes, plugins, and e-commerce solutions. Proven track record in REST API integrations, WooCommerce development, and performance optimization. WordPress.org profile holder with expertise in client communication, supporting junior developers, and delivering scalable solutions across agency and product environments.

## WORK EXPERIENCE

### Senior Software Engineer

Openxcell • Ahmedabad, India February 2024 – Present

- Lead WordPress development across multiple concurrent client projects, managing timelines and cross-functional collaboration using project management tools
- Architected custom WooCommerce solutions with membership, subscription, and booking integrations to meet varied client business requirements
- Improved page load performance through Core Web Vitals audits, image optimization, and caching strategies for enhanced user experience
- Supported and guided junior team members through code reviews and knowledge-sharing sessions
- Implemented WordPress REST API integrations with third-party platforms including payment gateways and CRM tools
- Leveraged AI-assisted development tools including Cursor and Windsurf to accelerate coding workflows, improve code quality, and reduce development time

### WordPress Developer

IT PATH SOLUTIONS • Ahmedabad, India May 2023 – January 2024

- Developed various custom WordPress themes and plugins from scratch using PHP, JavaScript, and ACF, meeting client specifications
- Integrated static HTML templates into WordPress, enabling non-technical clients to manage content independently via custom fields and Gutenberg blocks
- Configured and managed hosting, domain DNS, SSL, and staging environments for seamless client deployments
- Built forum functionality using bbPress and managed WordPress multisite networks for clients with multiple regional properties

### WordPress Developer

Icecube Digital • Ahmedabad, India September 2020 – April 2023

- Delivered multiple WordPress projects using Elementor, WP Bakery, ACF, CF7, WooCommerce, and Paid Memberships Pro
- Implemented flexible content management systems using Advanced Custom Fields, empowering clients to easily update site content without developer involvement
- Utilized plugin ecosystems to extend website capabilities for dynamic functionality including e-commerce, event management, and user membership portals
- Engaged with the WordPress community and maintained a WordPress.org contributor profile
- Collaborated directly with clients on requirements gathering, feedback cycles, and post-launch support

## TECHNICAL SKILLS

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<b>Core</b>	PHP, JavaScript, AJAX, jQuery, HTML5, CSS3
<b>WordPress</b>	Custom Themes & Plugins, Gutenberg, REST API, Multisite, Headless WordPress (basics)
<b>Plugins</b>	WooCommerce, ACF, CF7, Elementor, WP Bakery, Paid Memberships Pro, bbPress, WP Rocket
<b>Database</b>	MySQL, PhpMyAdmin
<b>Tools &amp; DevOps</b>	Git / GitHub, cPanel, Linux CLI, Docker (basics), Figma handoff
<b>Performance</b>	Core Web Vitals, Google PageSpeed, Lighthouse, Cloudflare
<b>AI Tools</b>	Cursor, Windsurf — hands-on experience in AI-assisted development workflows
<b>Project Mgmt</b>	Project management & collaboration tools, Agile/Scrum

## KEY HIGHLIGHTS

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- WordPress.org profile with past engagement in themes, plugins, and community support forums
- Experience with WooCommerce REST API, third-party payment gateway integrations, and custom checkout flows
- Skilled in both agency multi-client delivery and in-house product development environments
- Familiar with headless WordPress architecture using decoupled frontends
- Strong client communication and stakeholder management across project lifecycle

## EDUCATION

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### **Bachelor of Engineering – Computer Engineering**

Gujarat Technological University • 2015 – 2019

## INTERNSHIP

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**Trainee Web Developer** – Icecube Digital, Ahmedabad • December 2019 – August 2020