

Sandeep Dhiman

+91- 980 380 3493 sndpdhiman11@gmail.com Mohali, Punjab, 140603
in linkedin.com/in/sandeep-dhiman-4572756b/

SUMMARY

WordPress Developer & Designer | 8+ Years of Experience

Experienced WordPress Developer and Designer with 8+ years of expertise in creating user-centered, high-performing websites that balance aesthetic appeal with technical precision. I specialize in crafting responsive WordPress themes, custom plugins, and WooCommerce solutions that align with business objectives and deliver seamless digital experiences.

My approach blends design thinking with development best practices — ensuring every project is intuitive, accessible, and optimized for performance. From concept to launch, I follow a strategic design process — Plan, Apply, Reflect, and Innovate — to produce websites that are both visually compelling and technically robust.

Core Skills & Tools:

Design: Figma, Adobe XD, Photoshop, Illustrator

Front-End Development: HTML5, CSS3, Tailwind CSS, Bootstrap, jQuery, Material Design

WordPress Expertise: Custom theme and plugin development, WooCommerce, CMS-driven websites, performance optimization, and accessibility compliance

Driven by creativity and precision, I stay ahead of WordPress trends to deliver scalable, modern websites that not only look great but perform exceptionally.

SKILLS

Adobe XD User Research Wireframing CSS3 Bootstrap wordpress php shopify

HTML5 Angular Git SQL UI Design UX Design Responsive Web Design Jira Asana

SEO Cross-platform Development JavaScript GitHub Design Patterns

Content Management Systems (CMS) Teamwork Time management Communication

Problem-solving Strategic Planning

EXPERIENCE

Lead Web Developer

Sep 2024 - Aug 2025

ATF Labs

Agra

- Led the full-cycle design and development of custom eCommerce websites using WordPress and WooCommerce, delivering responsive, high-performance user experiences.
- Skilled in creating wireframes and prototypes using industry-standard tools such as Adobe XD, or Figma, ensuring smooth user interactions and logical flow.

- Designed intuitive UI/UX layouts and wireframes, translating business needs into visually engaging, conversion-driven interfaces.
- Directed a cross-functional team of designers and developers, offering hands-on guidance in custom theme/plugin development, performance tuning, and UX best practices.
- Engineered scalable site functionalities including product catalogs, checkout systems, payment gateways, and third-party API integrations.
- Ensured pixel-perfect responsiveness and optimal page load speeds through clean front-end coding with HTML5, CSS3, Tailwind CSS, Bootstrap, and jQuery.
- Managed seamless platform migrations (WordPress & Shopify) with full data retention and zero downtime.
- Collaborated with marketing and sales teams to implement feature enhancements that significantly boosted conversion rates and user engagement.

Lead Web Developer/designer

June 2023 - Aug 2024

Podymos Ltd

Brentford

- Developed and customized WordPress and HTML websites based on client specifications, ensuring excellence in both design and functionality.
- Managed full-stack WordPress development, including front-end and back-end tasks, such as theme customization, plugin development, and performance optimization.
- Designed intuitive, user-friendly interfaces aligned with UX/UI best practices to enhance engagement and usability.
- Utilized Wrike for effective project management, tracking tasks, milestones, and client feedback.
- Created high-quality mockups and prototypes to visualize product design concepts before final implementation.
- Designed engaging visuals for social media platforms, strengthening brand presence and boosting audience interaction.
- Customized and integrated WordPress themes and plugins, optimizing site functionality to meet diverse business needs.
- Implemented responsive design principles, ensuring seamless performance across all devices and screen sizes.
- Conducted thorough testing and debugging to resolve performance issues and maintain a smooth user experience.
- Collaborated closely with clients to understand business objectives and deliver tailored web solutions
- Led and managed end-to-end WordPress and WooCommerce projects, from planning to deployment, meeting all client requirements.
- Oversaw plugin and third-party integrations, including WooCommerce, payment gateways, and API connections, enhancing website capabilities.
- Directed a cross-functional team of designers and developers to deliver high-quality, fully responsive e-commerce websites.
- Managed multiple concurrent projects (10-15 clients) while maintaining clear communication and timely updates.
- Provided ongoing technical support and consultation, ensuring consistent website performance and addressing client needs proactively.
- Managed project timelines and milestones effectively, ensuring on-time delivery without compromising quality.
- Earned positive client feedback for exceeding expectations and delivering visually appealing, high-performance websites.

Lead Web Developer

Jan 2022 – June 2023

Jupitice Justice Technologies Pvt Ltd

Chandigarh

- Led the end-to-end development of complex web applications and admin dashboards using WordPress (custom themes/plugins), Shopify (Liquid), and Angular, aligning both functionality and design with business goals.
- Engineered dynamic, data-driven dashboard interfaces that enhanced visibility and usability—contributing to a 25% boost in user engagement.
- Built and maintained scalable design systems and reusable component libraries (in Angular & Figma) to ensure design and code consistency across projects.
- Worked closely with product managers and cross-functional teams in agile sprints to translate business requirements into responsive, high-performance web applications.
- Integrated third-party APIs, optimized site speed, and ensured cross-browser compatibility and accessibility across platforms.
- Conducted usability testing, A/B testing, and client reviews to iterate quickly on features and improve overall user satisfaction and workflow efficiency.
- Mentored junior developers/designers and led code/design reviews, promoting a collaborative, quality-driven development culture.

Web Developer

June 2019 – Apr 2021

Faxtrax Infotech Pvt Ltd.

Ahmedabad

- Designed and updated layouts to meet usability and performance requirements
- Transform cross browser, standard compliant HTML5, CSS3 web pages from Visual Designs (PSD).
- Responsible for Coding, Unit Testing
- Hands on experience in Wordpress, HTML 4 -5 , CSS2 -3
- Hands on experience in Responsive Design and Media Queries
- Working with developers for resolving front end, CSS issues issues Theme implementation and theme customize in Wordpress
- Proficiency in Adobe Creative Suit – Specifically Photoshop, Dreamweaver

Lead UI/UX Designer

Jul 2016 – May 2019

Grazitti Interactive

Panchkula

- Recruited to Senior Team Lead UI/UX developer as development micro and responsive (mobile) friendly websites
- Conducted workshops and training sessions to educate stakeholders on UI/UX principles and best practices
- Utilized user feedback and analytics data to iterate on design solutions and enhance user experience
- Created interactive prototypes using tools such as Framer and Proto. io to demonstrate user flows and functionality
- Designed accessible interfaces that meet WCAG 2.0 guidelines, ensuring inclusivity and usability for all users
- Collaborated with engineers and product managers to ensure seamless implementation of UI/UX designs
- Created wireframes and prototypes for a new e-commerce platform, leading to a 20% increase in sales
- Served as a mentor to junior designers, providing guidance and support in their professional development
- Consulted with customers to gather requirements and discuss design choices

- Hands on experience in Front End Technologies HTML 4 -5 , CSS2 -3, JQuery, Bootstrap & Martial Design
- Designed and updated layouts to meet usability and performance requirements Produced websites compatible with multiple browsers

Web Designer

Feb 2012 - Jul 2016

Milagro Interactive Pvt Ltd.

Chandigarh

- Designed and updated layouts to meet usability and performance requirements
- Transform cross browser, standard compliant HTML5, CSS3 web pages from Visual Designs (PSD).
- Responsible for Coding, Unit Testing
- Hands on experience in Wordpress, HTML 4 -5 , CSS2 -3
- Hands on experience in Responsive Design and Media Queries
- Working with developers for resolving front end, CSS issues issues Theme implementation and theme customize in Wordpress
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PROJECTS

UI/UX Design & Development Portfolio

House of Scandal

Role: Design & Development

Website: houseofscandal.com.au

Led complete UI/UX design and front-end development of this e-commerce platform. Responsible for theme customization, responsive layout, and a user-friendly checkout experience.

Tools: Adobe XD, Shopify, HTML5, CSS3, Bootstrap, jQuery

Diamond Chemistry

Role: Design & Development

Website: diamondchemistry.com

Designed and developed a luxury jewelry e-commerce site, from mockups to live deployment. Focused on product visualization, smooth navigation, and mobile optimization.

Tools: Figma, Shopify, HTML5, CSS3, JavaScript

Legacy Art Dubai

Role: Design & Development

Website: legacypardubai.com

Created a minimalistic UI for an art and gallery website, integrating responsive grids and subtle animations for enhanced aesthetics.

Tools: Figma, Shopify, Bootstrap, jQuery

Noble Jewellery (New Zealand)

Role: Development & HTML Design

Website: noblejewellery.co.nz

Implemented custom HTML/CSS structure optimized for SEO and responsiveness. Collaborated on UI improvements to enhance product display.

Tools: HTML5, CSS3, JavaScript

Next Commerce

Role: UI/UX Design

Website: nextcommerce.com

Designed user flows, wireframes, and mockups for a SaaS e-commerce solution. Focused on intuitive dashboards and conversion-driven UI elements.

Tools: Adobe XD

Chrysa Koukoura

Role: UI/UX Design

Website: chrysakoukoura.com

Designed a visually rich, minimalist portfolio for an artist brand, emphasizing hierarchy and accessibility.

Tools: Adobe XD

Honey Whale

Role: UI/UX Design

Website: honey-whale.webflow.io

Built interactive layouts and landing pages with micro-interactions and animations using Webflow.

Tools: Figma, Webflow

Tracker Products

Role: UI/UX Design

Website: trackerproducts.com

Designed modern B2B dashboards ensuring functionality, clarity, and engagement.

Tools: Figma, Adobe XD

JJD Media (UK)

Role: UI/UX Design

Website: jjdmedia.co.uk

Worked with UK-based clients to design marketing websites with consistent branding and user-friendly navigation.

Tools: Figma, WordPress

Shoot In School

Role: Design & Development

Website: shootinschool.com

Delivered complete design and development for a training platform, integrating booking modules and responsive layouts.

Tools: Figma, WordPress, HTML5, CSS3, JavaScript

Mike Ferry Organization

Role: UI/UX Design

Website: mikeferry.com

Designed landing pages and registration interfaces optimized for lead conversion and consistent branding.

Tools: Figma, Adobe XD

House of Kalra

Role: Design & Development

Website: houseofkalra.com

Developed a premium fashion e-commerce website with custom product pages and seamless navigation.

Tools: Figma, WordPress, Bootstrap

Astral Skin World

Role: UI/UX Design

Website: astralskinworld.com

Created elegant, responsive UI layouts for a skincare brand focusing on product storytelling.

Tools: Figma, Adobe XD

EDUCATION

BCA

Punjabi University

Aug 2012

Patiala

LANGUAGE

- English
- Hindi
- Punjabi