

Contact

Surat, Gujarat
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(LinkedIn)

Top Skills

HTML5
Semantic HTML
Wordpress Development

Languages

English (Limited Working)
Gujarati (Full Professional)
Hindi (Full Professional)

Certifications

Developing Future Leaders as a Manager
CSS Fundamentals: Unlock the Power of Web Styling
Learning Docker
HTML Essential Training
Express Essentials: Build Powerful Web Apps with Node.js

Dinesh Soni

Senior Full-Stack WooCommerce Architect | GTM & Growth Engineer • Custom PHP/Node APIs • Technical SEO & Core Web Vitals • Custom Plugins
Surat, Gujarat, India

Summary

I don't just write code—I engineer high-performance e-commerce platforms, custom WooCommerce architectures, and technical growth infrastructure that drive measurable business revenue. Over the past 10 years, I've worked as a Technical Head, Lead Full-Stack Architect, and UI/UX Lead. I specialize in turning slow, bloated, or fragmented web systems into fast, secure, automated revenue engines.

REAL BUSINESS PROBLEMS I SOLVE:

- 1. E-Commerce Speed & Core Web Vitals Optimization**• Stripped 60%+ bloat from heavy Elementor/WooCommerce platforms. • Boosted Google PageSpeed scores to 95-100 (Mobile & Desktop) with sub-second load times—without breaking designs or SEO structures.
- 2. Custom Plugins, REST APIs & Growth Infrastructure**• Engineered bespoke PHP 8 plugins, Node.js webhooks, and REST API endpoints automating inventory sync across 5,000+ SKUs. • Integrated GA4/GTM server-side tracking and custom checkout funnels for international SaaS platforms (including US GDPR ecosystems).
- 3. E-Commerce Risk Engines & Payment Workflows**• Developed custom WooCommerce risk-scoring plugins (MaxMind & IPQS APIs) that reduced fake orders by 50% and cut manual review time by 70%. • Engineered dual-server payment routing architectures to eliminate international PayPal merchant account blocks.

CORE TECHNICAL STACK:

- Backend & APIs: PHP 8, Node.js, Express, REST APIs, Webhooks, MySQL, Linux (LAMP), Docker.
- Frontend & UI/UX: JavaScript (ES6+), TypeScript, Angular (12+), React, CSS3/SCSS, Figma.
- Platforms: WooCommerce Core & Plugins, WordPress Architecture, Gutenberg, Elementor.

ENGAGEMENT MODELS:

- Senior Full-Stack / WooCommerce Architect (Global Remote Roles)
- E-Commerce Growth / GTM Engineering Contracts
- Fractional Technical Advisory & Codebase Audits Based in India | Compliant for seamless global invoicing/billing.

Email:

dsoni.nxt@gmail.com Free 15-Min Technical Teardown: <https://cal.com/dsoninxt/15min>

Experience

WPXIT

Lead Full-Stack E-Commerce Architect & Growth Engineer

March 2026 - Present (7 months)

India

Autosmartseller Private Limited

Full Stack Wordpress Developer | Website Optimization & Technical SEO Specialist

February 2024 - March 2026 (2 years 2 months)

Surat

Leading performance-driven WordPress optimization and Technical SEO initiatives for revenue-focused business platforms.

Key Impact:

- Delivered custom WordPress development aligned with scalability and performance standards
- Implemented structured Technical SEO (schema markup, heading hierarchy, crawl optimization)
- Improved Core Web Vitals performance by 40–60%
- Reduced average load time by over 50% via code refactoring and database optimization
- Strengthened WordPress security through firewall configuration and malware prevention
- Managed WordPress migration and server deployment with zero downtime

MedyPlex Pharma

Web Development Lead

March 2023 - February 2024 (1 year)

Surat, Gujarat, India

Led full-cycle WordPress architecture and performance strategy across multiple high-traffic websites.

Strategic Contributions:

- Architected custom WordPress themes and business-specific plugins

- Directed full stack WordPress development (PHP, JavaScript, MySQL, REST APIs)
- Improved PageSpeed scores to 90+ benchmarks
- Managed conversion-focused redesigns improving user engagement
- Implemented advanced Technical SEO and on-page optimization frameworks
- Led WordPress migration and infrastructure restructuring
- Improved user engagement and lead flow through conversion-focused UI restructuring

Xtreme Thoughts SoftTech

Sr WordPress Developer | UI/UX Lead | Angular | Node.js

January 2022 - March 2023 (1 year 3 months)

Surat, Gujarat, India

Led frontend architecture and team execution while strengthening backend and performance engineering capabilities across enterprise-level projects.

Worked as an offshore Senior WordPress Developer for a Japanese enterprise client, driving WordPress architecture modernization and contributing to UI/UX strategy and backend integrations.

Key Contributions:

- Architected and developed a custom Gutenberg-based WordPress theme aligned with Full Site Editing (FSE) standards
- Migrated legacy custom PHP-based website architecture to modern WordPress ecosystem
- Built scalable UI systems and integrated REST APIs for dynamic data-driven experiences
- Mitigated penetration testing findings by implementing WordPress security hardening and vulnerability fixes
- Optimized application performance through frontend refactoring, code restructuring, and database tuning
- Contributed to end-to-end product planning, technical decision-making, and execution strategy
- Led Angular development initiatives and mentored junior developers, ensuring clean architecture and scalable frontend systems

Vijya Iprism Infotech Pvt. Ltd.

Sr. UI UX Developer | Angular | Ionic | WordPress

May 2021 - January 2022 (9 months)

Surat, Gujarat, India

Focused on UI architecture, frontend optimization, and component-based scalable systems.

Highlights:

- Designed high-performance UI components
- Optimized frontend performance
- Built responsive systems aligned with UX best practices

Mandatly Inc.

Web Master | WordPress Developer | UI UX Designer | Angular
January 2019 - January 2021 (2 years 1 month)

Surat

Played a key role in building and managing the company's digital infrastructure, including WordPress development, privacy compliance workflows, and overall online presence.

Strategic Contributions:

- Initiated and designed the initial graphics branding for the software company, creating a distinctive visual identity from scratch.
- Crafted intuitive UI designs and components, along with media assets, enhancing the overall user experience.
- Developed custom UI components in Angular, contributing to a unique and tailored user interface.
- Designed and developed the company's WordPress website with performance-focused architecture
- Implemented a structured Privacy Compliance Assessment Flow within WordPress to streamline client onboarding and regulatory evaluation
- Managed complete digital presence including website, content structure, SEO alignment, and branding consistency
- Configured WordPress security hardening, firewall setup, and access control
- Implemented automated WordPress backup systems and disaster recovery protocols
- Improved website structure and on-page SEO for better search visibility
- Optimized frontend performance and user experience

Impact:

- Delivered a compliance-driven workflow integrated directly into WordPress

- Established secure and scalable website infrastructure
- Ensured business continuity through backup and monitoring systems

Tweak info services

Frontend Developer | UI Designer | WordPress Developer

April 2017 - February 2019 (1 year 11 months)

Surat Area, India

Early career foundation in WordPress Development , UI/UX and frontend development.

Delivered multiple client WordPress projects with responsive UI and performance-focused structure

Maahaveer Infoline

Graphics Designer | Computer Hardware Specialist

September 2016 - February 2017 (6 months)

Surat, Gujarat, India

At Maahaveer Infoline, I embarked on my early career journey as a Graphics Designer and Computer Hardware Specialist. My role involved collaborating on design projects, providing hardware support, and learning web development while pursuing my college education. This experience allowed me to develop essential skills in graphic design and technical troubleshooting in a startup atmosphere.

Education

Bhagvan Mahavir education foundation

Computer engineering, Engineering · (2014)

saint Mary's school Bhavnagar ,Gujarat, India

Higher secondary 12th, Commerce · (2012 - 2014)

saint marys school ghogha,Bhavnagar, Gujarat, india

secondary 10th, Secondary Education and Teaching · (2007 - 2012)