

HTEIN LIN

WordPress Developer



Selangor, Malaysia



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SUMMARY

WordPress Developer focused on custom theme architecture, backend PHP logic, and clean front-end code. Specializing in engineering lightweight, zero-bloat sites without relying on heavy plugins, enforcing Core Web Vitals compliance, and maintaining clean codebase organization for agency pipelines.

WORK EXPERIENCE

WordPress Developer | Bold Label

Remote | 2025 - Present

- **Core Engineering:** Developed custom WordPress architectures using PHP for complex backend logic, custom e-commerce features, and plugin development.
- **Technical Execution:** Worked with design teams on pixel-perfect interfaces, writing custom code to bypass system limitations.
- **Motion Architecture:** Integrated interactive layers and fluid front-end animations using the GSAP library.
- **Performance & Upkeep:** Handled routine website maintenance and executed speed optimization protocols.
- **Documentation:** Recorded technical video walkthroughs for clients and produced educational video content analyzing WordPress systems.

Independent Contract Developer

Independent | 2025

- **Deployments:** Executed targeted Webflow frontend builds and system implementations.
- **Maintenance:** Managed structural codebase updates and routine maintenance pipelines for contract clients.

SKILLS

- **Languages & Core:** PHP, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS
- **WordPress Ecosystem:** Custom Theme Architecture, WooCommerce, Crocoblock Suite (JetEngine, JetSmartFilters, JetBooking)
- **Environment & Workflow:** Git, VS Code, Figma Translation
- **Focus Areas:** Custom E-commerce Templates, Custom Backend Logic, Page Speed Optimization, Core Web Vitals Compliance

SELECTED PROJECTS

LYF Active (Myanmar)

WordPress Developer

- **Stack:** WordPress // WooCommerce // Crocoblock
- **Core Engineering:** Engineered a custom e-commerce architecture using JetEngine to break standard WooCommerce limitations and deploy a tailored product layout system.
- **Custom Logic:** Programmed a bespoke shipping method that dynamically calculates delivery fees based on regional locations to meet complex logistics expectations.

Aesthetic Space (Myanmar)

WordPress Developer

- **Stack:** WordPress // WooCommerce // GSAP // JetEngine
- **Core Engineering:** Engineered a WooCommerce e-commerce platform using advanced JetEngine queries for complex product data structures.
- **Frontend Execution:** Translated creative agency designs into a fluid interface utilizing custom code and GSAP animations.
- **Industry Recognition:** Developed the entire platform architecture, earning an official Elementor "Site of the Month" award.

Yaung Ni Oo Electric (Myanmar)

WordPress Developer

- **Stack:** WordPress, Custom PHP, Advanced Custom Fields (ACF)
- **Constructed** a professional corporate website for a large engineering firm, ensuring high stability.
- **Collaborated** with the design team to organize complex project data into a clean, easy-to-read format.

EDUCATION

Frontend Developer Career Path Certificate – **Scrimba**

B.A. Hospitality & Tourism – **National Management Degree College**

Diploma in Human Capital – **National Management Academy**