

AMIRALI YAGHOUTI

Senior WordPress & eCommerce Platform Engineer

WooCommerce | Performance | Custom Plugins | Frontend | Automation | Technical SEO

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PROFESSIONAL SUMMARY

Senior WordPress and eCommerce platform engineer with hands-on experience improving live commerce systems. My strongest background is WordPress and WooCommerce, but most of the problems I solve are broader web and eCommerce problems: speed, product data, checkout reliability, internal tools, frontend UX, reporting, automation and technical SEO.

At Javaherian Gallery, I lead the online platform and development function while staying hands-on with engineering work. I coordinate a 12-person online team across sales, SEO, product support, CRM operations, design, social media and technical support.

I work best in real production environments where a small change can affect sales, customer trust or daily operations. I build practical systems, test them against live constraints, and keep them maintainable for the team that has to use them every day.

CORE SKILLS

WordPress / WooCommerce Engineering

Custom plugins, MU-plugins, WooCommerce hooks, product archives, PDPs, checkout/cart logic, order tools, stock logic, admin dashboards, REST API, WP Cron, Action Scheduler

Performance & Diagnostics

TTFB analysis, LiteSpeed Cache, microcaching, cache invalidation, slow query review, transient cleanup, autoload/options optimisation, REST route optimisation, bot traffic reduction, safe production logging

Technical SEO & Analytics

Google Search Console, GA4, Microsoft Clarity, PageSpeed Insights, Screaming Frog, Rank Math / Yoast, crawlability, metadata, internal links, schema opportunities, sitemap review, performance-related SEO

Delivery & Collaboration

Trello-based task management, technical scoping, implementation briefs, stakeholder communication, documentation, code review, rollout planning, developer handoff, AI-assisted development with manual review and final ownership

eCommerce Platform Work

Product catalogue workflows, product discovery, customer account flows, assisted ordering, internal sales tools, reporting dashboards, marketplace preparation, operational workflows

Frontend Development

HTML, CSS, JavaScript, AJAX, responsive layouts, mobile-first improvements, Elementor, WoodMart, custom UI interactions, off-canvas/cart interfaces, admin UI, RTL/Persian commerce UX

Automation & Data

Python, n8n, webhooks, Telegram Bot API, Google Sheets API, CSV/XLSX workflows, product data reconciliation, scheduled reports, approval workflows

PROFESSIONAL EXPERIENCE

Javaherian Gallery

E-commerce Platform Lead & Senior WordPress Engineer | Watches and jewellery eCommerce | Tehran, Iran | 2023 - Present

Javaherian Gallery is a live WooCommerce-based eCommerce business in the watches and jewellery market. My role combines hands-on platform engineering with leadership of the online development and operations function.

I coordinate a 12-person online team across sales, SEO, product support, CRM operations, graphic design, social media and technical support. I also handle the main engineering direction: custom plugin work, performance, frontend implementation, automation, internal tools and product operations.

Responsibilities

- Lead the online platform development function and connect engineering work with sales, SEO, product, design and operations priorities.
- Build and maintain custom WordPress/WooCommerce plugins and MU-plugins for performance, product workflows, admin operations and reporting.
- Improve WooCommerce archives, product pages, cart/checkout flows, admin tools and internal workflows.
- Implement frontend improvements with Elementor, WoodMart, custom CSS, JavaScript, AJAX and responsive layout changes.
- Apply technical SEO knowledge to improve crawlability, page structure, metadata, internal linking, speed and category/product visibility.
- Build automation and reporting workflows for product data, marketplace preparation, sales operations and management visibility.
- Diagnose slow pages, database pressure, REST/API load, Action Scheduler backlogs, transient growth, bot traffic, outgoing HTTP issues and admin slowdowns.
- Prepare plugin specifications, technical plans, implementation briefs and developer-ready requirements.

Selected Achievements

- Improved product archive p95 performance from approximately 5.2s to 1.7s by rebuilding archive filtering with AJAX, smarter price buckets, transient caching and safe server-rendered fallback.
- Reduced product detail page TTFB from approximately 2.3s to 0.9s using guest-only full-page microcache and safe cache invalidation rules.
- Reduced Action Scheduler pressure from around 38,000 pending jobs to 4,900 by tuning background workload, cleanup behaviour and admin-side overhead.
- Reduced unnecessary cart and checkout bot noise by approximately 96% using route protection and IP-based allowlist logic.
- Designed and built a modular WordPress CRM framework for sales operations, customer follow-up, reporting, workflow management and management dashboards.
- Developed tools for bulk product updates, catalogue control, product data review and marketplace preparation.
- Built diagnostic tools for slow requests, REST/API pressure, transient growth, autoload bloat, outgoing HTTP calls and admin performance problems.

Hooman Gold

WordPress / WooCommerce Developer | Jewellery eCommerce | Tehran, Iran | Project-based

Supported the design and technical optimisation of a WooCommerce jewellery website, including frontend layout work, WooCommerce configuration, selected speed/security improvements and lightweight custom functionality adapted to the store's scale.

Jeweltime

PWA Web App Developer & Technical Support Lead | Retail operations web app | Tehran, Iran | Project-based / Ongoing support

Built and continue to support a production-oriented PWA web app for catalogue browsing, assisted ordering and internal admin workflows. The system uses PHP, MySQL and Vanilla JavaScript, with installable PWA behaviour, offline-aware caching, web push notifications, Kavenegar OTP/SMS integration and a WooCommerce database read layer for products, prices, stock and media.

Independent WordPress / eCommerce Engineer & Automation Consultant

Custom WordPress, WooCommerce, Frontend and Automation Projects | 2021 - Present

Built custom WordPress/WooCommerce features, frontend improvements, admin tools, reporting workflows and automation systems for commerce-focused projects. Prepared technical scopes and implementation briefs for custom development, internal tools and AI-assisted workflows.

SELECTED PROJECTS

A2 Fast Archive Filters

Custom WooCommerce archive filtering system with modal-based filters, dependent options, smart price buckets, AJAX responses, transient caching and safe server-rendered fallback.

Impact: Improved archive p95 from approximately 5.2s to 1.7s while keeping SEO-sensitive archive pages safe.

Searchwiz Product Snapshot API

Product snapshot API layer for faster and safer product data access than live WooCommerce queries. Includes snapshot tables, full/delta rebuilds, IP allowlists, rate limits and admin rebuild tools.

Impact: Reduced /products p95 from approximately 1.9s to 0.42s.

Bulk Product Update System

WooCommerce product operations tool for catalogue-heavy environments. Supports bulk review and updates of price, stock and product metadata using CSV/XLSX workflows, validation rules and admin-side controls.

Business value: Reduced repetitive admin work, improved control over product data and lowered the risk of manual mistakes in catalogue updates.

A2 MU Fullpage Microcache

Guest-only disk-based HTML microcache for product and shop pages, designed around WooCommerce and Elementor boundaries to avoid unsafe caching for logged-in users, carts and checkout states.

Impact: Reduced product detail page TTFB from approximately 2.3s to 0.9s.

A2 WordPress CRM Framework

Modular CRM framework built inside WordPress for sales operations and management visibility. Includes operator inbox, customer profile view, lead/deal/task workflows, in-person order support, reporting dashboards, audit logs and CSV exports.

Business value: Replaced scattered operational handling with a structured internal system for sales follow-up, customer visibility, reporting and workflow control.

n8n Operations Automation

Workflow architecture for routing operational events, Telegram notifications, AI-generated summaries, Google Sheets reporting, scheduled reports, approval steps and error-handling branches.

Business value: Automated repetitive operational tasks while keeping important decisions under human control.

EDUCATION & CERTIFICATIONS

Associate Degree in Software Engineering
Islamic Azad University, Karaj Branch - Iran | Completed

Certificate in Web Design
Tehran Institute of Technology - Iran

Certificate in Python Programming
Tehran Institute of Technology - Iran

Continued self-directed learning through documentation, online courses and production projects.

LANGUAGES & WORK PREFERENCE

Languages

Persian: Native
English: Upper-intermediate; currently improving through active study.
Comfortable with technical documentation, research, project communication and explaining engineering work in English.

Work Preference

Based in Tehran, Iran. Open to international remote, contract and full-time opportunities. Hybrid work preferred where location and role requirements allow.