

MOHAMED ELSAEED ABDAL-BARI

Senior WordPress Developer | UI/UX Designer

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PROFESSIONAL SUMMARY

Results-driven WordPress Developer and UI/UX Designer with 4+ years of experience delivering high-performance digital solutions across the Arab market — Egypt, Saudi Arabia, and the UAE. Successfully completed 130+ projects spanning real estate, e-commerce, e-learning, travel, and corporate services. Specialized in building custom WordPress websites using Elementor and WooCommerce, combined with a strong command of UI/UX design principles through Figma. Committed to crafting pixel-perfect, user-centered experiences that maximize engagement and drive business conversions.

WORK EXPERIENCE

WordPress Developer | Mix-Team (mix-team.com)

2025 – Present | Remote | Egypt & KSA

- ▶ Lead full-cycle WordPress development from wireframe to deployment for clients across Egypt and Saudi Arabia.
- ▶ Designed and launched 60+ professional websites across real estate, e-learning, travel, e-commerce, and service industries.
- ▶ Built complete WooCommerce solutions including multi-vendor stores with affiliate/commission systems.
- ▶ Developed multilingual websites (Arabic/English) using WPML to serve diverse regional markets.
- ▶ Collaborated directly with clients to translate business requirements into conversion-optimized, functional websites.
- ▶ Optimized website performance and speed, achieving measurable improvements in Core Web Vitals scores.

WordPress Developer & UI/UX Designer | Freelance

2021 – 2024 | Remote | Egypt & UAE

- ▶ Delivered UI/UX design and WordPress development services for 70+ clients across the Arab market.
- ▶ Designed user interfaces and experience flows in Figma, then implemented them using Elementor.
- ▶ Built responsive, mobile-first websites aligned with SEO best practices and performance standards.
- ▶ Managed the complete project lifecycle: client briefing, wireframing, design, development, and delivery.
- ▶ Applied foundational SEO knowledge within development projects to improve organic visibility.

SELECTED PROJECTS

Platinum Real Estate — platinumreal-estates.com

Bilingual (Arabic/English) real estate platform for a leading agency in Hurghada. Features advanced property search with multiple filters, agent profiles, WooCommerce integration, and a blog. Serving 1,200+ clients and showcasing premium properties along Egypt's Red Sea coast.

Pyramids Sea Holidays — pyramidsseaholidays.com

Multilingual tourism platform for an Egyptian travel agency targeting international markets. Developed custom tour booking flows, itinerary pages, and multilingual content via WPML with a modern, fully responsive user experience.

Sultan Academy — sultan-academy.com

Full-featured e-learning platform offering individual and group courses online and in-person. Integrated WooCommerce for course sales, built curriculum pages, teacher profiles, and student enrollment flows with a modern UI suitable for all age groups.

EP-Learning — German Language Platform — ep-learning.com

International e-learning website for a German state-approved language institute. Developed a multilingual course catalog (A1–C1), WooCommerce course purchases in EUR, user registration/login, and demo video sections. Actively serving students across Europe and the Arab world.

Al-Mahdy Techno Light E-Commerce — elmahdy-techno-light.com

Complete WooCommerce store for an electrical supplies retailer with full bilingual support. Includes product catalog, category pages, shopping cart, and secure checkout — optimized for mobile performance and local SEO.

Al-Shira'a Al-Sari' — Furniture Moving — alshirae-alsari3.com

Corporate website for a furniture moving company in Al-Madinah Al-Munawwarah, KSA. Designed for lead generation via WhatsApp CTAs, reinforced by client testimonials, service pages, and a locally SEO-optimized structure.

TECHNICAL SKILLS & TOOLS

Development: WordPress · Elementor · WooCommerce · HTML / CSS · Responsive Design · WPML

Design: Figma · UI Design · UX Research

Plugins & Tools: Yoast SEO · Rank Math · ACF · WPForms · Google Analytics · Hotjar · Canva · cPanel

Fundamentals: On-Page SEO · Website Performance Optimization · Core Web Vitals

Soft Skills: Client Communication · Problem-Solving · Attention to Detail · Creative Thinking · Deadline-Oriented

EDUCATION

Bachelor's Degree in Accounting and auditing

Higher Institute of Administrative Sciences — Belbeis (HIAS), Sharqia, Egypt

Self-Directed Professional Development

Continuous training in WordPress, Elementor, Figma, and UI/UX Design through Udemy, YouTube, and specialized Arabic tech academies — supported by a live portfolio of 130+ completed projects across multiple industries.

LANGUAGES

Arabic: Native | **English:** Professional Working Proficiency