

Parham Khosro

Web Designer & WordPress Developer

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Portfolio: <https://parhams-portfolio-project.webflow.io>

Professional Summary

Web Designer & WordPress Developer with over 10 years of experience designing and building high-performing, scalable WordPress websites. Strong background in Figma-led design and UX-focused layout decisions, translating concepts into clean, scalable WordPress builds using custom themes, structured content, and flexible page systems. Experienced in revamping existing websites, refining user journeys, and supporting marketing teams with product-focused layouts and campaign landing pages. Committed to delivering sites that balance visual quality, usability, performance, and long-term maintainability.

Key Skills

- Figma-led UI & UX design (layouts, components, responsive systems)
- WordPress Page Builders (Elementor, Gutenberg, WPBakery)
- Custom WordPress theme builds and structured page templates
- Gutenberg blocks and structured WordPress content
- ACF, reusable components, and flexible content structures
- Responsive, accessibility-aware, mobile-first design
- HTML, CSS, JavaScript, PHP, and WordPress theme development
- Domain setup, DNS management, hosting configuration
- Hosting & infrastructure: SiteGround, Hostinger, Kinsta, cPanel, Cloudflare, SSL
- On-page SEO, performance optimisation, Core Web Vitals
- Website QA, optimisation, and ongoing maintenance
- Clear client communication and end-to-end project delivery
- Ecommerce-focused page structure and product layout optimisation
- Git / version control for collaborative development

Career History

Web Designer & WordPress Developer

My Eye-Clinic Ltd | Remote | Jan 2023 – Jan 2026

- Designed the full website in Figma, defining layout, hierarchy, components, and responsive behaviour
- Built the site in WordPress using structured templates, reusable sections, and dynamic content
- Troubleshoot and resolved layout, plugin, and responsiveness issues across WordPress builds
- Used Elementor where appropriate for flexible page management, alongside custom layouts and styling
- Implemented ACF-style structured content to support scalability and future updates
- Managed domain setup, DNS records, hosting configuration, SSL, and environments using SiteGround
- Structured page hierarchy, internal linking, and content architecture to support long-term scalability
- Optimised speed, accessibility, and mobile usability
- Delivered and launched multiple website pages under tight deadlines while maintaining quality and responsiveness
- Maintained and evolved the site post-launch, refining UX and resolving issues

WordPress Developer – UI/UX Designer

Pronet Gaming | Contract | Mar 2022 – Dec 2022

- Led the development of a structured design system to ensure visual consistency, reusable components, and scalable page templates
- Translated Figma designs into high-quality, production-ready WordPress builds
- Collaborated on UX structure, layout hierarchy, and conversion-focused improvements
- Supported SEO strategy implementation including structured metadata, internal linking and technical on-page optimisation
- Delivered performance-optimised, responsive front-end builds with clean, maintainable code
- Worked closely with designers, marketers and developers to ensure high-quality launch standards
- Contributed to QA testing, refinement cycles and final production deployment

WordPress Developer – Front-End & Accessibility (Contract)

Morley College London | Remote | Jan 2022 – Feb 2022

- Built WordPress pages from Figma designs
- Improved accessibility and WCAG compliance

- Enhanced semantic markup and responsive behaviour

Web Designer / Developer

Digital Technologia Ltd | Feb 2017 – Dec 2021

- Designed and developed complete WordPress solutions for small and medium-sized businesses
- Built custom themes, structured content systems, and scalable website architectures
- Delivered full website rebuilds, redesigns and UX improvements
- Created lead-generation funnels, landing pages, automations and marketing-driven page structures
- Developed sales-focused page layouts, lead magnets and conversion-oriented user flows
- Managed hosting environments, DNS, SSL, migrations and deployment processes
- Implemented SEO foundations, including technical fixes, performance optimisation, and structured content improvements
- Provided ongoing maintenance, troubleshooting and strategic digital consultancy
- Worked directly with clients to scope projects, define requirements and deliver end-to-end digital solutions

Earlier Career Summary

Development Team Lead / Web Developer | 2011 – 2017

- Built and maintained web applications and CMS-driven websites
- Led small development teams and collaborated with project managers
- Ensured cross-browser compatibility, performance, and clean front-end delivery

Education

BSc Computer Network Engineering | London Metropolitan University

Certifications & Training

- Professional Scrum Master Certification (PSM I)
- Growth-Driven Design (HubSpot)
- SEO Fundamentals Certification (Semrush Academy, Brian Dean)