

Mohamed A. Halim

Senior WordPress Developer & UI Designer — helping agencies and businesses across UAE, KSA, Egypt & beyond build elegant, high-performance websites through thoughtful design, clean architecture, and custom WordPress development.

EMAIL
m.halimoooo@hotmail.com

PHONE / WHATSAPP
+20 010 6661 0648

LOCATION
New Cairo, Egypt

WEBSITE
mydevtales.com

UPWORK
upwork.com/fl/mohamedhalim

BEHANCE
behance.net/MyDesignspotfolio

10+

YEARS EXPERIENCE

100%

UPWORK JOB SUCCESS

880+

FREELANCE HOURS

60+

PROJECTS SHIPPED

Top

RATED ON UPWORK

01 Profile

Senior WordPress Developer | Front-End Developer | UI Designer with over **10 years of experience** delivering custom WordPress solutions and high-quality digital experiences for agencies and businesses across the UAE, Saudi Arabia, Egypt, and beyond.

I specialize in building custom WordPress solutions using native theme development, Custom Post Types, ACF architecture, and scalable front-end components — creating fast, flexible websites without heavy page builders. Beyond writing code, I enjoy understanding business objectives, simplifying complex requirements, and building digital products that provide long-term value.

"Building reliable digital experiences through thoughtful design, clean development, and attention to detail."

02 Work Experience

Senior WordPress / Front-End Developer

Rabeez Agency · Remote

OCT 2023 – PRESENT

- Translate UX/UI designs into functional WordPress experiences — custom theme files and Gutenberg blocks
- Maintain high code quality across PHP, HTML, CSS and JavaScript per accessibility and community standards
- Optimize for Core Web Vitals, PageSpeed Insights and Google's Page Experience reporting
- Develop custom post types, plugins, and cross-device tested front-end interfaces

Senior WordPress / Front-End Developer

Maxes Business Development Ltd · Cairo, Egypt

DEC 2021 – OCT 2023

- Built responsive WordPress sites aligned with brand guidelines and client specifications
- Customized themes for visual appeal, architecture, and performance optimization
- Collaborated cross-functionally with designers, content teams and project managers

Freelance WordPress Developer

Upwork · Top Rated · 100% Job Success Score

JAN 2020 – PRESENT

- 24 completed contracts, 880+ logged hours across global agency clients
- Partners: Experts Marketing, OMIS Barrie, Brandup, Pro Business Group, OSG UK, Ripe Resolution

Web / Graphic Design Head

Sparkle Media Group · Al Riyadh, Saudi Arabia (Remote)

AUG 2016 – NOV 2021

- Led full event brand identity — logos, collateral, and complete digital presence
- Designed and developed event websites; ran digital marketing campaigns

Senior Web Designer

TechVillage Co. for Internet Solutions · Cairo, Egypt

MAR 2013 – AUG 2016

- Wireframes, user flows, site maps and cross-browser-compatible design systems
- End-to-end project ownership from concept through developer handoff

Junior Web Designer

Smart Lines For Advanced Systems · Cairo, Egypt

JAN 2011 – MAR 2013

- Page layouts, graphics, animations; client briefs and SEO optimization

UPWORK · SINCE 2020

100%

JOB SUCCESS

24

TOTAL JOBS

Top

RATED BADGE

880+

HOURS LOGGED

CORE TECH STACK

WORDPRESS

Custom Themes

Gutenberg

ACF

WooCommerce

CPT

Plugins

REST API

WP Rig

FRONT-END

HTML5

CSS3 / SASS

JavaScript ES6+

Bootstrap

jQuery

DESIGN TOOLS

Figma

Adobe XD

Photoshop

Illustrator

Webflow

OTHER

Git / GitHub

SEO

Core Web Vitals

RTL / Arabic

EDUCATION & TRAINING

2008 Bachelor of Commerce

Ain Shams University, Cairo

Web Development Track

New Horizons — JS, HTML5, CSS3, SASS, Bootstrap, WordPress

Web Design Track

New Horizons — Photoshop, Illustrator, UX Foundations, Adobe XD

LANGUAGES

Arabic

MOTHER TONGUE

English

VERY GOOD

PROFESSIONAL STRENGTHS

- ◆ Self-motivated, reliable and deadline-driven
- ◆ Strong communicator across multi-disciplinary teams
- ◆ Brand-aware with sharp visual and digital judgment
- ◆ Treats every client's business like his own
- ◆ Skilled in conflict and stress management

03 Project Portfolio

60+ websites delivered for agencies and direct clients across UAE, KSA, UK, Egypt, Australia and the Netherlands — WordPress, WooCommerce, ACF, custom themes, Webflow and custom development.

WORDPRESS PROJECTS

➤ vitch.ae	➤ royalsky.com
➤ maragensea.com	➤ studiodentalcentereg.com
➤ sardculturalc.com	➤ kookmutsjes.com
➤ ecobarista.com.au	➤ kaswat.com
➤ png.builders	➤ kaneinnovations.com
➤ brandupagency.com	➤ differentgravydigital.co.uk
➤ bloomandbeyondsports.ae	➤ alshayawatches.com
➤ baianat-ip.com.sa	➤ altheebholding.com
➤ apptech.com.tr	➤ unboundofficial.com
➤ thebakehousenk.com.au	➤ expertsmarketing.net
➤ freeadmission.net	➤ beehivews.com
➤ gohireher.com	➤ zeroonesolutions.com
➤ sineen.com.sa	➤ jdco.com.sa
➤ newspaceksa.com	➤ aos-sa.com
➤ psmchs.edu.sa	➤ realfresh-agriculture.com
➤ conreq.com	➤ jirah.app
➤ cvbuildsa.com	➤ esolutionstc.com
➤ cyazon.com	➤ techvillageco.com

CUSTOM DEVELOPMENT

➤ medicaspace.com
➤ gdsxerox.com
➤ oncologyme.com
➤ rec.medlur.com
➤ masainternationalgroup.com
➤ mydevtales.com

AGENCY PARTNERS

- ◆ Rabeez Agency — Current long-term partner
- ◆ Experts Marketing — Upwork long-term
- ◆ OMIS Barrie Agency — Upwork long-term
- ◆ Brandup Agency — Upwork long-term
- ◆ OSG UK Agency — Upwork long-term
- ◆ Ripe Resolution — Upwork long-term
- ◆ Pro Business Group — Upwork

REFERENCES & PROFILES

- ◆ Full review history on Upwork profile
- ◆ Portfolio & case studies — mydevtales.com
- ◆ Design work — behance.net/MyDesignspotrfolio
- ◆ References available on request