



REAGAN MAHINAY

Senior WordPress & WooCommerce Developer

Senior WordPress & WooCommerce Developer with 8+ years focused on e-commerce and custom plugin development. Experienced in WooCommerce architecture, API integrations, and performance optimization for production stores.



<https://reagandev.com>



<https://github.com/ReaganM02>



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reagansoftwaredev@gmail.com



+63926 265 3640

SKILLS

Website Design



WooCommerce Design



Custom WordPress
Plugin Development



Custom WordPress
Theme Development



PHP Object-Oriented



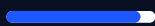
JavaScript



jQuery



HTML & CSS



WordPress Interactivity
API



REST API Development
(WordPress)



Third-Party API
Integrations



WordPress Security
Best Practices



Technical SEO
(Indexing, Crawlability,
Site Structure)



WORK EXPERIENCE

Senior WordPress & WooCommerce Developer

2020 - 2026

Vesl Oils | Arvada, Colorado, USA

I specialize in modernizing legacy WordPress and WooCommerce sites into high-performing, scalable e-commerce platforms, including large-scale migrations with thousands of orders and users and minimal production downtime.

I build and extend custom WooCommerce solutions with a strong focus on performance, maintainability, and mobile-first UX, regularly implementing business-specific logic, workflow optimizations, and UI enhancements.

I also develop custom WordPress plugins including published WordPress repository plugins and extend existing plugins to add features, improve usability, and optimize performance at scale.

WordPress Developer / Technical SEO

2019 - 2020

Digital Rescue | South Melbourne, AU

Designed, built, and maintained WordPress websites with a strong focus on technical SEO and performance optimization. Prioritized clean site structure, fast load times, and search-engine-friendly implementations.

Improved crawlability and indexing by configuring robots.txt and XML sitemaps, resolving technical SEO issues, and ensuring accessibility and compliance with search engine best practices.

Monitored site health and indexing using Google Search Console, addressing performance and coverage issues to improve page speed, search visibility, and overall user experience.

Web Developer / Team Lead / Quality Assurance

2016 - 2019

WodSites | Dumaguete, PH

Worked as a Web Developer, Team Lead, and QA, collaborating closely with the team to identify, fix, and prevent software defects while maintaining high code quality standards through regular code reviews.

Led performance optimization efforts, including query optimization, caching strategies, and asset loading improvements, while ensuring cross-browser compatibility and responsive behavior across devices.

Handled quality assurance and release readiness by performing functional and regression testing, mentoring developers, assigning tasks, and ensuring features were delivered on time and to production standards.

Web Developer | **upwork** & **fiverr**.

Provided freelance web development services through Upwork and Fiverr, delivering end-to-end website development from requirements gathering to deployment. Collaborated directly with stakeholders to translate ideas into responsive, functional web solutions, with a focus on clean, maintainable code, performance, and usability. Maintained clear communication, incorporated feedback efficiently, and consistently met project requirements and timelines.



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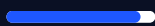
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SELECTED WORK



Himuan Integration for Klaviyo and Gravity Forms

WordPress.org–Approved Plugin

Designed and built a Gravity Forms add-on that integrates form submissions with Klaviyo's profile and list APIs. Implemented a feed-based configuration model, secure API key management, field-to-attribute mapping, and validation of external dependencies. Owned the full submission lifecycle, including profile creation and updates, list subscription, entry-level status tracking, and manual re-sync tooling for failed operations. The integration was designed to operate reliably within Gravity Forms' add-on architecture while providing administrators with clear visibility and recovery controls.

[VIEW PLUGIN](#) [GITHUB PROJECT](#)

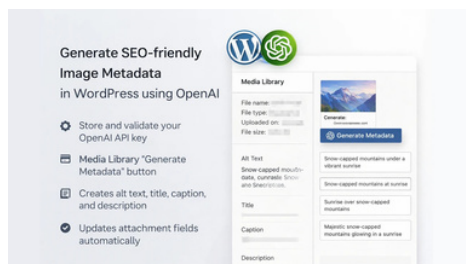
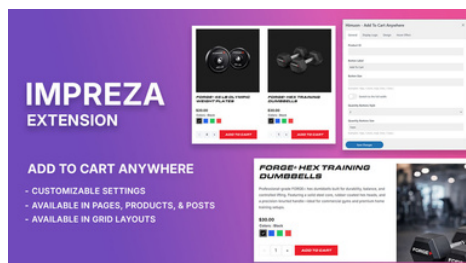


Image Metadata Generator AI

Built a WordPress plugin that automates the generation of SEO-friendly image metadata by integrating OpenAI directly into the Media Library workflow. Implemented a settings interface for secure API key storage and validation, added a custom action within attachment details, and handled end-to-end metadata updates for alt text, titles, captions, and descriptions in a single request. Designed the plugin to integrate cleanly with WordPress core media fields while keeping the workflow simple and editor-friendly.

[WATCH DEMO](#) [GITHUB PROJECT](#)



Himuan – Add to Cart Anywhere (Impreza Theme Extension)

Built a custom WordPress plugin that extends the Impreza/US Builder by registering a new element for rendering WooCommerce add-to-cart forms anywhere on a page using a specified product ID. Integrated directly with Impreza's element registry and template resolution system, while leveraging WooCommerce's native add-to-cart templates to maintain compatibility with product types, stock rules, and core behavior. Implemented configurable UI controls for button labeling, sizing, quantity styling, and layout, with graceful handling of invalid or missing product states.

[WATCH DEMO](#) [GITHUB PROJECT](#)