

Aleksandr Samokhin

Full stack developer, 10+ years experience
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Objective

Experienced full stack developer with 10+ years of specialized experience backed by a strong foundation in UI/UX design.

Professional Summary

- Optimized a heavy WP website with over ~12k daily visitors to pass Core Web Vitals, improved site loading speed by 27%.
- Managed company domains, Cloudflare, DNS, and web hosting account.
- Created an automated deployments (CI/CD) with GitHub Actions
- Launched, developed, and maintained 24 WordPress themes and 5 plugins.
- Placed 2nd in the AnyoneCanWP Hackathon organized by InstaWP.
- Implemented WCAG accessibility standards across WordPress products.
- Generated over 11,200 sales for DeoThemes from various channels, representing a 28% YoY growth in revenue.
- Built and scaled DeoThemes from ground up to a successful WordPress theme and plugin business which was successfully acquired.

Skills & Tools

- WordPress, PHP, OOP, MySQL, Laravel, JavaScript, TypeScript, React.js, Headless WordPress, Next.js, REST API, Composer, Docker, WP CLI, WooCommerce, HTML, CSS, Sass, Tailwind.css, Redux, jQuery
- GitHub Actions, CI/CD, GIT, SVN, NPM, Vite, Gulp, Webpack, Server management, Linux, Nginx, Apache, AWS, migration and optimization, coding standards
- UI/UX, Photoshop, Figma, prototyping

Work Experience

Lead Developer — DeoThemes

2013 — Present

- Developed and maintained a portfolio of 24 WordPress themes and 5 plugins
- Managed SaaS infrastructure, server optimization, and customer support operations
- Created an FSE theme, Ona, with over 4,000+ active installs that was featured on WP Tavern.
- Achieved 28% year-over-year revenue growth, generating over 11,200 sales across multiple channels

WordPress Developer — Envato

2013 — 2015

- Achieved Elite Author status with \$250,000+ in lifetime sales
- Maintained exceptional product quality with a 4.77-star average rating
- Maintained WordPress plugins with a complex structure and third-party API integrations
- Assisted clients via the customer's support system

UI/UX designer — Freelance

2009 — 2013

- Provided comprehensive web design services to diverse clients
 - Specialized in creating user-centered designs using Photoshop and Axure
 - Developed strong client communication and project management skills
 - Successfully transitioned to front-end development, expanding technical expertise
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Education

Vladivostok State University of Economics and Service

Bachelor's Degree in Software of Computer Facilities and Automated Systems

2003 — 2007

Projects

DeoThemes

SaaS, WordPress theme and plugin business

- Created a design system ensuring visual consistency across the brand
- Developed a user-friendly website to showcase WordPress themes and plugins
- Integrated Freemius SDK to handle licensing, payment processing, and subscription management
- Scaled the business to achieve \$1,600 monthly recurring revenue through strategic pricing and retention strategies
- Provided customer support including writing documentation and troubleshooting resources
- Created an automated deployment pipeline for theme and plugin updates and maintenance

Ona Full Site Editing Theme

WordPress theme, Gutenberg blocks plugin development

- 2400+ active installs
- Was featured in WP Tavern twice and Best FSE themes blog listicles
- Achieved AA compliance level for the theme
- Generated over \$8,525.25 in lifetime gross
- Secured 2nd place in the InstaWP AnyoneCanWP Hackathon

Envision Blocks

WordPress plugin

- Architected well-structured OOP codebase with a seamless third-party API integrations with MailChimp and Google Maps
- Built comprehensive starter site library showcasing widget functionality
- Was featured on CodeCanyon
- Implemented automated deployment with CI/CD pipeline

My Story

I joined DeoThemes as a front-end developer in 2013 and later transitioned into a lead developer role. During that time I learned about building WordPress products, shipping updates, managing SaaS and servers, and working with customer's support. I achieved Elite Author status on Envato Market with \$250,000+ in lifetime sales, ranking in the top 10% of WordPress theme authors. In 2025 I sold DeoThemes to pursue new opportunities.