

Aleksandr Samokhin

WordPress developer, 10+ years experience
GMT +8

aleksandrsamokhin.com | +63.916.508.0273 | hello@aleksandrsamokhin.com | linkedin.com/in/alexander-samokhin

Objective

Experienced WordPress 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%, reducing average load times to under 2 seconds, and cutting LCP by 89%.
 - Launched, developed, and maintained 24 WordPress themes and 5 plugins.
 - Translated a WordPress site into 5 languages, contributing to over 35% organic traffic growth
 - Managed company domains, Cloudflare, DNS, and web hosting account.
 - Created an automated deployments (CI/CD) with GitHub Actions
 - Placed 2nd in the [AnyoneCanWP Hackathon](#) organized by InstaWP.
 - Implemented WCAG accessibility standards across WordPress products.
-

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
- PHPUnit, GitHub Actions, CI/CD, GIT, SVN, NPM, Vite, Gulp, Grunt, Webpack, Server management, Linux, Nginx, Apache, AWS, migration and optimization, coding standards
- UI/UX, Photoshop, Figma, prototyping

Work Experience

WordPress Developer — AdmissionSight

2025 — Present

- Improved Core Web Vitals performance by 89%, reducing Largest Contentful Paint (LCP) from 21.7s to 2.4s on a high-traffic WordPress site.
- Localized a WordPress site into five languages, resulting in a 35%+ boost in organic traffic
- Collaborated with designers and SEO specialists to optimize user experience, refining Google Tag (gtag.js) integration for improved tracking consistency.

Lead Developer — DeoThemes

2013 — 2025

- 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
-

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