Fachremy Putra

Senior WordPress Architect & Development

Profile

Senior WordPress Architect & Development with over 20 years of experience designing and engineering high-converting digital platforms. Specialized in custom WordPress architecture, advanced e-commerce ecosystems (WooCommerce & Easy Digital Downloads), and dynamic content utilizing Elementor Pro and Crocoblock JetEngine. Proven track record of rescuing bloated websites, optimizing front-end performance with clean HTML/CSS, and implementing strict On-Page SEO structures to drive organic growth for international B2B and B2C clients.

CORE COMPETENCIES & TECHNICAL SKILLS

Front-End & UI/UX: HTML5, CSS3, Responsive Web Design, User Interface Architecture.

CMS & Page Builders: WordPress (Advanced Customization), Elementor Pro, Crocoblock (JetEngine).

E-Commerce: WooCommerce, Easy Digital Downloads (EDD), Custom Checkout Funnels.

Optimization: Technical On-Page SEO, Core Web Vitals, PageSpeed Optimization (WP Rocket, etc.).

PROFESSIONAL EXPERIENCE

Senior Freelance Web Developer & E-Commerce Consultant

Independent Contractor | Global (Upwork, Fiverr, Direct Clients) 2004 – Present (The "Comeback" & Premium Focus)

Consult and partner with international digital agencies (US, UK, Australia, India) to engineer scalable, high-performance WordPress websites.

Develop complex dynamic directory architectures and custom post types using Crocoblock JetEngine, eliminating the need for excessive plugins and reducing database bloat.

Execute comprehensive Core Web Vitals audits and implement clean HTML/CSS structural fixes, consistently improving client Google PageSpeed Insights scores from the red zone to 90+.

Build and deploy automated digital product delivery systems utilizing Easy Digital Downloads (EDD), ensuring secure licensing and frictionless user checkouts.

Lead UI/UX Designer & Web Developer

Freelance / Agency Partner 2004 – 2024

- Spearheaded the UI/UX design and technical development of 50+ websites for diverse international clients, maintaining a 5-star Top Rated status on global freelance marketplaces.

- Bridged the gap between aesthetic design and technical SEO by establishing strict H1-H3 heading hierarchies and semantic HTML tags within Elementor page builds.

Details

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Links

LinkedIn

Fachremy Putra

Skills

WordPress
WooCommerce
Easy Digital Downloads
Learndash
Elementor
Jet Engine Crocoblock

Languages:

HTML
CSS
Java Script

Education

Institute Technologi Medan

- Migrated legacy static websites to dynamic WooCommerce platforms, integrating secure payment gateways and optimizing product pages for maximum conversion rates.

Senior WordPress Architect & E-Commerce Consultant
Independent / Global B2B Clients (Remote)Jan 2024 – Present

- Partner with international digital agencies and B2B founders to rescue, rebuild, and optimize high-traffic WordPress websites using Elementor Pro and custom HTML/CSS.

- Architect complex, dynamic directory sites and custom post types utilizing Crocoblock JetEngine, successfully eliminating plugin bloat and improving backend scalability by 50%

- Conduct comprehensive Core Web Vitals audits and execute Technical On-Page SEO strategies (H1-H3 restructuring, DOM size reduction), consistently driving client PageSpeed scores from under 50 to 90+.

- Develop customized, high-converting e-commerce ecosystems using WooCommerce and Easy Digital Downloads (EDD), integrated with secure payment gateways and frictionless checkout funnels.

Lead UI/UX Designer & Full-Stack WordPress Developer
Freelance Marketplaces (Upwork, Fiverr) & Agency Partnerships
Mar 2012 – Dec 2024

- Successfully delivered 630+ custom website projects for a global clientele, maintaining a Top-Rated, 5-star seller status on premium freelance marketplaces.

- Bridged the gap between aesthetic UI/UX design and technical web performance, translating client visions into responsive, fast-loading Elementor architectures.

- Migrated legacy static HTML websites into dynamic CMS platforms (WordPress/WooCommerce), significantly reducing client maintenance costs and improving organic search visibility.

- Wrote clean, semantic custom HTML and CSS to override theme limitations, ensuring pixel-perfect design implementation across all mobile and desktop devices.