

Jaleel Norodien

Front-End Developer | Web Developer | WordPress Developer

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PROFESSIONAL SUMMARY

Front-End Developer and Web Developer with 10 years of professional experience across web development, graphic design, multimedia production, and motion graphics. Proficient in HTML5, CSS3, JavaScript, TypeScript, React, and PHP, with deep expertise in WordPress CMS, custom shortcodes, AJAX endpoints, hooks, and WooCommerce builds. Experienced in converting UI/UX designs into production-ready front-end components, building campaign landing pages, and implementing SEO best practices including Core Web Vitals and performance optimisation.

A key differentiator is that I manage projects from the initial discovery call all the way through to final delivery. I run the full design operation in-house, covering both digital and print output including social media graphics, pamphlets, banners, car wraps, gazebos, pop-up banners, and flags. This means I can work directly with marketing, design, and sales teams without requiring handoffs between departments. My multimedia design background means I speak the language of both developers and creatives fluently.

Additionally experienced in integrating self-hosted AI systems into live web products, building n8n automation workflows, and connecting front-end experiences to CRM pipelines. Based in Cape Town, South Africa. Open to full-time, contract, and remote Front-End Developer and Web Developer roles.

CORE SKILLS AND TECHNOLOGIES

Front-End Development

- HTML5
- CSS3
- JavaScript (ES6+)
- TypeScript
- React
- Vite
- Tailwind CSS
- Responsive and mobile-first design
- Cross-browser and cross-device testing
- DOM manipulation

WordPress and CMS

- WordPress
- WooCommerce
- Elementor
- WPCode / ACF
- PHP
- Custom shortcodes
- AJAX endpoints
- WordPress hooks and filters
- Contact Form 7 / YITH plugins
- CMS content and taxonomy management

Performance and SEO

- Core Web Vitals
- Page speed optimisation
- SEO best practices
- Schema markup
- Google Search Console
- GA4 (working knowledge)
- Accessibility standards
- Image optimisation

AI Integration and Automation

- Self-hosted LLMs via llama.cpp
- FastAPI
- Python
- n8n automation workflows
- SuiteCRM integration
- REST APIs
- JSON validation and fallbacks
- Session tracking
- CRM lead enrichment

Design and Asset Creation

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Blender 3D
- Print and digital design
- Social media assets
- Brand consistency

Infrastructure and Delivery

- Git / version control
- Cloudflare Pages
- Linux VPS
- Nginx
- Docker
- SMTP / SPF / DKIM / DMARC
- WordPress security hardening
- PayFast / WHMCS

WORK EXPERIENCE

Senior Web Developer / Front-End Developer

Oct 2021 to Present

[Technolutions PTY LTD](#) | [Cape Town, South Africa](#) | [Hybrid](#)

Front-End Developer and WordPress Developer responsible for managing the full project lifecycle across multiple concurrent client projects. I run the full design department in-house covering both digital and print output, which means clients get a single point of contact who can handle everything from discovery and design through to development, testing, and final delivery without requiring separate designers, print coordinators, or project managers.

- Built and maintained responsive, mobile-first WordPress and WooCommerce websites using custom PHP, shortcodes, AJAX endpoints, and WordPress hooks
- Ran the full graphic design operation covering digital and print output including social media graphics, pamphlets, car wraps, banners, gazebos, pop-up banners, and flags
- Converted client briefs and UI/UX concepts into production-ready front-end components using HTML5, CSS3, JavaScript, and PHP, handling all asset creation in-house
- Built campaign landing pages optimised for conversion, Core Web Vitals, SEO, schema markup, and cross-device performance
- Developed a mobile-first multi-step booking system using React, TypeScript, and Vite, deployed on Cloudflare Pages with a serverless API endpoint
- Built a live-updating WooCommerce quote badge using JavaScript XHR and fetch interception, FormData payload handling, and PHP AJAX, solving a real front-end UX problem for a B2B procurement flow
- Integrated a self-hosted AI assistant via llama.cpp into a live WordPress product with a FastAPI validation layer, structured JSON contracts, and safe fallback logic
- Built an n8n automation pipeline connecting front-end AI session data to CRM lead records in SuiteCRM via session ID correlation
- Conducted regular QA including cross-browser testing, mobile responsiveness, Core Web Vitals audits, and WordPress security and performance maintenance

- Managed all client communication, scoping, timelines, and delivery across multiple concurrent projects without requiring a separate project manager

VFX Motion Graphic Designer

Aug 2021 to Sep 2023

[The Refinery](#) | [Cape Town, South Africa](#)

Produced motion graphics and 3D visual effects for TV series and film using Adobe Creative Suite and Blender 3D. Developed advanced visual communication and asset creation skills directly applicable to front-end development and web UI work.

Video Production and Web Development

2020 to 2023

[Freelance \(Self-employed\)](#) | [Western Cape, South Africa](#)

Delivered promotional video content and WordPress website builds for clients. Managed full client lifecycle from brief to delivery across both creative and technical workstreams.

Freelance Multimedia Designer

Jan 2018 to Nov 2022

[Freelance \(Innergy, FTP, Mr. Bear and Friends\)](#) | [Cape Town, South Africa](#)

Delivered visual design, video production, and digital content for agency and brand clients. Managed client relationships and delivery timelines across multiple concurrent accounts.

Multimedia Developer

Jan 2021 to Nov 2021

[Social Happiness](#) | [Cape Town, South Africa](#) | [Contract](#)

- Built WordPress websites with WooCommerce and custom PHP for client projects
- Produced social media campaign content across LinkedIn, Facebook, Instagram, and YouTube

Multimedia Designer

Nov 2017 to Apr 2020

[CloudOne.mobi](#) | [Cape Town, South Africa](#) | [Full-time](#)

- Created digital content, social media assets, and marketing materials for client accounts
- Built and maintained the company WordPress partner portal including documentation and client-facing product instructions
- Produced product tutorial videos and client videography for point-of-sale software and hardware

Web Developer Intern

Jan 2017 to Apr 2017

[Web Partner](#) | [Cape Town, South Africa](#)

Built responsive Joomla websites for small business clients during a 3-month internship in the final year of the Multimedia diploma.

EDUCATION

National Diploma: Multimedia

2014 to 2016

[Cape Peninsula University of Technology \(CPUT\)](#) | Cape Town, South Africa

3-year full-time diploma covering web development, graphic design, video production, motion graphics, and digital media. Included practical modules in HTML, CSS, JavaScript, and CMS platforms.
