

Jaleel Norodien

Web Developer | WordPress Developer | WooCommerce Developer

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PROFESSIONAL SUMMARY

Web Developer and WordPress Developer with extensive experience building and maintaining production-grade WordPress and WooCommerce solutions for clients across South Africa. Specialist in WooCommerce catalogue architecture, variable product builds, quote-first B2B procurement flows, CSV import pipelines, and custom PHP development including shortcodes, AJAX endpoints, and WordPress hooks. Experienced in self-hosted AI system integration using llama.cpp and FastAPI, n8n automation workflows, SuiteCRM CRM pipelines, React and TypeScript frontend development, and infrastructure deployment on Linux VPS with Nginx and Docker. Delivery-focused with a strong emphasis on production correctness, email deliverability (SMTP, SPF, DKIM, DMARC), WordPress security hardening, and building systems that are maintainable long after launch. Based in Cape Town, South Africa. Open to remote and local Web Developer and WooCommerce Developer roles.

CORE SKILLS & TECHNOLOGIES

WordPress & WooCommerce

WordPress · WooCommerce · PHP · Elementor · WPCode · ACF · WPForms · Contact Form 7 · YITH plugins · WooCommerce CSV import · Variable products · Custom shortcodes · AJAX endpoints · WordPress hooks & filters

AI & Automation

llama.cpp · FastAPI · Python · n8n · SuiteCRM · REST APIs · JSON validation · Session tracking · CRM automation · Docker · Nginx

Frontend Development

React · TypeScript · JavaScript · Vite · HTML5 · CSS3 · Responsive design · Mobile-first UX · DOM manipulation · Cloudflare Pages

Infrastructure & Delivery

Linux VPS · WHMCS · PayFast · SMTP · SPF / DKIM / DMARC · Git · Chrome DevTools · WordPress security hardening · SEO foundations · Email deliverability

WORK EXPERIENCE

Senior Web Developer

Oct 2021 – Present

[Technolutions PTY LTD \(Self-employed / Freelance\)](#) · Cape Town, South Africa · Hybrid

WordPress Developer and WooCommerce Developer responsible for end-to-end delivery of client websites, e-commerce stores, AI integrations, and automation systems.

- Built and maintained production WooCommerce stores including spec-driven catalogues with variable products, diameter-based attributes, and repeatable CSV import workflows — turning manual product management into a scalable system
- Developed quote-first B2B WooCommerce flows for a medical distribution company using YITH Request a Quote, including a custom live-updating quote badge built with PHP, AJAX, XHR interception, and FormData payload handling
- Designed and deployed a multi-brand WooCommerce store for an umbrella brand with four sub-brands, including a category colour system, reusable WPCode shortcodes, and custom WooCommerce checkout styling controls
- Built and deployed a self-hosted AI assistant using llama.cpp on a VPS with a FastAPI validation layer, embedded into a live WordPress frontend with structured JSON output and safe fallback logic
- Built an n8n automation pipeline that joins AI chat session history to form submissions via session ID correlation, writing complete sales-ready lead records into SuiteCRM with OAuth authentication
- Deployed and configured a self-hosted WHMCS VPS storefront with WordPress marketing layer, PayFast gateway integration, VPS product architecture, and WHMCS template customisation

- Built a mobile-first multi-step booking system for a pest control company using React, TypeScript, and Vite, deployed on Cloudflare Pages with a Cloudflare Functions API endpoint
- Delivered mobile-first demo websites and proposal prototypes for clients within 48–72 hours using AI-assisted workflows, competitive research, and conversion-focused UX copywriting
- Implemented WordPress and WooCommerce security hardening, SMTP email delivery with SPF, DKIM, and DMARC configuration, and SEO foundations across all client projects

VFX Motion Graphic Designer

Aug 2021 – Sep 2023

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

Motion graphics and 3D visual effects for TV series and films using Adobe Creative Suite, Blender 3D, and Cinema 4D. Developed strong visual communication and design skills directly applicable to web UX and frontend design work.

Video Production & Web — Self-Employed

2020 – 2023

[Freelance](#) · [Western Cape, South Africa](#)

Produced promotional video content for clients while managing WordPress website builds and digital marketing assets. Expanded client base through direct freelance relationships.

Freelance Multimedia Designer

Jan 2018 – Nov 2022

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

Delivered visual design, video production, and digital content for multiple agency and brand clients. Developed client management, project scoping, and rapid delivery skills that directly support current freelance web development practice.

Multimedia Developer

Jan 2021 – Nov 2021

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

- Created WordPress websites with WooCommerce integration using free themes, plugins, and custom PHP code for client projects
- Produced social media campaign content for LinkedIn, Facebook, Instagram, and YouTube to support client marketing goals

Multimedia Designer

Nov 2017 – Apr 2020

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

- Created digital content and social media assets for client Facebook, Instagram, LinkedIn, and YouTube accounts
- Built and maintained the company's WordPress partner portal, including documentation, FAQs, and client-facing instructions
- Produced product tutorial videos and client videography to demonstrate point-of-sale software and hardware

Web Developer Intern

Jan 2017 – Apr 2017

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

Built Joomla-based websites for small business clients, with a focus on responsive, mobile-friendly design. 3-month internship completed during the final year of the Multimedia diploma.

EDUCATION

National Diploma: Multimedia

2015 – 2017

[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 web development modules covering HTML, CSS, JavaScript, and CMS platforms.

KEY PROJECTS

WordPress / WooCommerce Developer Portfolio: jaleelnorodien.com/projects

- Tru PVC — spec-driven WooCommerce catalogue with diameter-based variable products and repeatable CSV import workflow
 - RapiTrade 458 — quote-first B2B medical WooCommerce store with live-updating AJAX quote badge and procurement flow
 - Guiding Stars Kids — multi-brand WooCommerce store with category colour system and reusable shortcode-driven sections
 - AI to SuiteCRM pipeline — self-hosted LLM, FastAPI, n8n, session tracking, and CRM lead enrichment
 - A1 Environmental — mobile-first React/TypeScript booking system on Cloudflare Pages
 - Technolutions.cloud — self-hosted WHMCS VPS storefront with PayFast integration and WordPress marketing layer
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AVAILABILITY & WORKING PREFERENCES

Immediately available for Web Developer, WordPress Developer, and WooCommerce Developer roles. Open to full-time employment, contract, and remote opportunities. Based in Cape Town, South Africa.