Alok Jain

WordPress & Frontend Development Consultant

Zirakpur, Punjab, India · Working with teams worldwide
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PROFILE

I bring more than 20 years of WordPress and frontend development experience to projects for designers, agencies and businesses. I help turn designs and requirements into usable websites and digital products, with a focus on accessibility, performance and maintainability.

PROFESSIONAL EXPERIENCE

April 2010 – Present
Remote

Freelance WordPress and React Developer

Upwork

- Implement approved designs as responsive WordPress websites and React interfaces.

April 2010 – Present
Chandigarh, India

Co-Founder, Lead WordPress and Frontend Developer

HSR Technologies

- Lead technical delivery from requirements and implementation through launch and support.
- Build custom themes, plugins and React interfaces; provide ongoing development for agency partners.

July 2020 – February 2025
Remote freelance

Frontend Developer

HomeBloks Inc. (formerly Broker IDX Sites, Inc.)

- Turned Figma designs into a React and Material UI frontend for BookTravelGetRewards, a travel booking and rewards website.
- Connected it to the backend team's APIs, using React Query for booking and reward data.

EARLIER EXPERIENCE

August 2007 – March 2010
Delhi, India

Web Developer

Morningstar India Pvt. Ltd

- Developed client websites, investor centers and online tools using HTML, CSS, JavaScript and XSLT.
- Applied W3C standards and WCAG practices in collaboration with the development team.

February – July 2007
Chandigarh, India

Senior Web Designer

PHi Business Solutions Ltd

- Designed websites and Flash interfaces, and built static sites and rich internet applications with HTML, CSS, JavaScript, MXML and ActionScript.

January 2005 – February 2007
Chandigarh, India

Co-Founder

INA Brains

- Led a five-person design team, managing GUI design projects from client brief and specification through to coding and delivery.

May 2003 – December 2004
Chandigarh, India

Web Developer
VirtualSoft Technologies

- Designed databases, built and tested websites, created Flash interactions, and trained clients and colleagues on web tools.

SELECTED PROJECTS

Vani Kaushal
Planned, designed and built a new Gutenberg-based website for an energy healer, novelist and artist, with Jaspreet Kaur.

The Good Egg Collective
Lead developer for a Melbourne design and development agency: custom WordPress themes, website maintenance and new features.

Chapterwright
An open source WordPress plugin for publishing books, with a library, organised chapters and a focused reader.

Case studies: alokjain.dev/work

BookTravelGetRewards
Built a travel rewards frontend from Figma designs with React, Material UI and React Query, connected to the backend team's APIs.

The Philatelist
Designed and built a catalogue of Indian stamps with collection tracking and a community map, also published as an app on Google Play.

Code Snap
An open source code snippet block for the WordPress block editor, with syntax colouring and a copy button.

CORE SKILLS

Development

- WordPress themes & plugins
- Gutenberg, ACF & WooCommerce
- React & React Native
- JavaScript, HTML5, CSS3 & SCSS
- Material UI & React Query
- WordPress REST APIs
- Figma to code & responsive layouts

Consulting & quality

- Technical planning and reviews
- Accessibility and usability
- Performance improvements
- Maintainability and delivery support

EDUCATION & CERTIFICATION

MBA in IT
2006 – 2008 · Sikkim Manipal University

BSc in Multimedia
2003 – 2006 · Sikkim Manipal Institute of Technology – SMU

Introduction to Web Accessibility
W3Cx · August 2020

WRITING & OPEN SOURCE

Author of *AI in WordPress*, a practical code-first guide.

Publisher of WP Snippets on LinkedIn, and builder of WordPress plugins and developer tools.