

# Hussain Morsii

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## ABOUT ME

I am a WordPress & Shopify Developer with over 3 years of experience in building e-commerce stores and company websites. Skilled in HTML, CSS, JavaScript, and SEO optimization, I create fast, responsive, and user-friendly websites. Beyond development, I have experience in sales, digital marketing, content creation, and data management, which helps me deliver complete business solutions that drive results.

## WORK EXPERIENCE

### Self-Employed / Remote

#### Freelance Web Developer (WordPress & Shopify)

[ 01/01/2022 – Current ]

- Built and customized Shopify stores (theme customization with Liquid, payment & shipping integration, product management).
- Designed and developed professional WordPress websites using Elementor, ACF, and WooCommerce.
- Optimized site speed and SEO, achieving higher rankings and increased organic traffic.
- Delivered fully responsive and user-friendly websites across all devices.
- Managed end-to-end project delivery: client communication, development, testing, and post-launch support.
- Added value by improving user experience, boosting conversions, and enhancing brand credibility for clients.

### Z-Empire

#### Shopify Expert Developer

[ 01/09/2024 ]

- Developed and launched high-performing Shopify e-commerce stores for furniture, fashion, and lifestyle businesses.
- Implemented UX best practices, leading to improved navigation and higher conversion rates.
- Integrated secure payment gateways, shipping solutions, and third-party Shopify apps.
- Collaborated with designers and marketing teams to align store design with brand identity.
- Provided technical support, maintenance, and continuous improvements post-launch.
- Contributed to the company's growth by delivering scalable and sales-driven e-commerce solutions.

## PROJECTS

### Shopify Furniture & Home Decor Store – zempire furniture

- **Situation:** The client needed a dedicated furniture e-commerce store to showcase office and home products with a clean, intuitive shopping experience.
- **Task:** Build a store with well-structured categories (Office Furniture, Lighting, Plants, Decor), highlight weekly offers, and ensure smooth navigation.
- **Action:** Implemented Shopify with optimized category navigation, integrated a weekly deals slider, and refined product pages for better user engagement.
- **Result:** Delivered a highly responsive store with improved conversions and a seamless browsing experience.

Link: <https://zempire-g.com>

### Custom WordPress Replica - Elnagah group

- **Situation:** The client needed a professional website to display their products and services. They provided an existing reference site and requested an identical replica.
- **Task:** Recreate the reference website in WordPress with precise attention to design details and functionality.

- **Action:** Built an exact replica of the reference site, customized content, optimized performance, and ensured mobile responsiveness — all delivered on schedule.
- **Result:** Successfully delivered a pixel-perfect WordPress site that met the client's vision while maintaining high performance and user experience.

Link: <https://elnagahgroup.com>

#### Corporate Manufacturing & Services – Custom Shopify Store – Muttakaa

- **Situation:** The client needed a professional online platform to showcase manufacturing and installation services, including model making, 3D design, and project management.
- **Task:** Build a custom Shopify store that clearly presents services, highlights portfolio images, and drives inquiries.
- **Action:** Customized Shopify theme, structured service categories, integrated image galleries, and added clear call-to-action sections.
- **Result:** Delivered a modern, responsive Shopify site that enhances brand credibility and attracts new clients.

Link: <https://mutakaa.com>

#### Personal Portfolio Website with Elementor

- **Situation:** I needed a personal portfolio website to showcase my skills and services professionally.
- **Task:** Build a fully responsive WordPress site from scratch using Elementor and Hello Theme.
- **Action:** Designed the site with Elementor, implemented custom HTML, CSS, and JavaScript for advanced styling and interactivity, and optimized responsiveness.
- **Result:** Delivered a fast, professional, and fully responsive personal website that highlights my expertise and brand identity.

Link: <https://hussainmorsii.com>

#### WordPress Website for Recycling Company – Saudi Arabia

- **Situation:** Client required a professional website for a Saudi recycling company and provided a detailed wireframe.
- **Task:** Build a WordPress site replicating the wireframe with precise design and structure.
- **Action:** Customized theme, added all pages, ensured responsiveness, optimized speed, and set up SEO.
- **Result:** Delivered a pixel-perfect website that reflects the client's vision, performs smoothly, and enhances brand credibility.

Link: <https://holol-ksa.com>

#### Furniture E-commerce Store in Saudi Arabia (WordPress + Elementor Pro)

- **Situation:** Client needed a professional e-commerce store to showcase and sell furniture in Saudi Arabia.
- **Task:** Build a WordPress store with Elementor Pro, ensuring an elegant design and smooth shopping experience.
- **Action:** Developed the site structure, designed product pages, optimized responsiveness, and improved UX for easy navigation.
- **Result:** Delivered a fully functional, fast, and responsive online store that highlights furniture products and enhances customer trust.

Link: <https://zbom-sa.com>

#### Shopify Plant Store Development – Bloomaira

- **Situation:** The client needed a modern online store to sell indoor and outdoor plants with a focus on aesthetics and easy navigation.
- **Task:** Build a full Shopify store with clear categories, smooth browsing, and optimized checkout.
- **Action:** Created a custom Shopify store aligned with brand identity, structured categories (Indoor, Outdoor, Accessories), set up key pages, integrated payments & shipping, optimized speed, mobile responsiveness, and SEO.
- **Result:** Delivered a responsive Shopify store for Blumera with a seamless shopping experience.

## EDUCATION AND TRAINING

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**Bachelor of Science in Agricultural Sciences (Biotechnology)**  
*Faculty of Agriculture, Ain Shams University* [ 01/09/2015 – 01/07/2019 ]  
City: cairo | Country: Egypt

**Front-end web developing**  
*El Zero Web School* [ 01/01/2022 – Current ]

## LANGUAGE SKILLS

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**Mother tongue(s):** Arabic  
**Other language(s):** English

## DIGITAL SKILLS

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- Web Development**  
Experienced in developing WordPress websites using Elementor and ACF, and building Shopify stores with theme customization (Liquid), payment, and shipping setup.
- E-commerce Solutions**  
Skilled in creating fully functional e-commerce stores (WooCommerce & Shopify) with a focus on enhancing user experience and improving conversion rates.
- Performance & SEO**  
Optimizing website speed and performance, implementing best On-Page SEO practices to improve rankings and increase organic traffic.
- Front-end Customization**  
Proficient in advanced customization using HTML, CSS, and JavaScript to deliver professional, responsive designs across all devices.
- Data Management**  
Data entry (Product data, customer information) / Organizing and maintaining databases / Tracking and managing orders (Using spreadsheets or custom sheets)

## COMMUNICATION & INTERPERSONAL SKILLS

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- Client Communication**  
Strong ability to understand client needs and translate them into practical digital solutions, while maintaining clear communication and providing regular updates.
- Collaboration**  
Efficient in working within cross-functional teams (designers, marketers, project managers) to ensure tasks are delivered with high quality and on time.
- Problem Solving**  
Capable of handling technical challenges calmly and quickly, offering innovative alternatives and solutions tailored to client requirements.
- Time Management**  
Skilled in organizing tasks and priorities effectively to deliver projects within deadlines without compromising quality.
- Adaptability**  
Able to quickly adapt to diverse project requirements and new technologies, ensuring continuous value delivery.