

Imri Wainberg

Web Developer | Fullstack Developer | WordPress Specialist

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Professional Profile

Self-taught Fullstack Developer with 7+ years of experience in web development, marketing, and digital assets management. Advanced proficiency in **JavaScript**, including **React** and **Next.js**, as well as **WordPress**. Extensive experience building **websites, landing pages, and e-commerce solutions** across multiple platforms, including **custom plugin development**. Passionate about designing **scalable, clean, and reusable** solutions, developing rich and accessible web applications, and **leveraging AI tools** to accelerate development and deliver high-impact results efficiently.

Technical Skills

Programming Languages: JavaScript (ES6+), TypeScript, PHP, Java

Frameworks & Libraries: React, Next.js

Web Technologies: HTML5, CSS3, Responsive Design, Accessibility (WCAG)

Platforms & CMS: WordPress, WooCommerce

Backend & APIs: REST APIs, GraphQL

Databases: MySQL

Tools & Infrastructure: Git, GitHub, Docker, Webpack, NPM, Cursor IDE

Professional Experience

Web Developer & Marketing Specialist | 2016 – 2018

[Freelance Contractor], Remote

- Designed and developed multiple websites and landing pages for small businesses and personal projects.
- Managed online marketing campaigns, including Google PPC, to increase client visibility and traffic.
- Led e-commerce projects, including managing Amazon and Etsy stores, ensuring product listings, pricing, and customer engagement were optimized.

Career Break | 2018-2023

- Recovery following an accident; now fully available and actively working in full-stack development.
- Continued professional development, focusing on advanced JavaScript, React, and Next.js

Fullstack Development & Project Manager | 2023 - 2025

[Freelance Contractor], Remote

- Led fullstack development for various web projects, including WordPress theme and plugin development, integrating HTML, CSS, JS, PHP, and React components.
- Managed the development process for multiple projects, overseeing timelines, client communication, and deliverables.

- Built and maintained custom plugins for WordPress, improving site functionality and performance.
- Leveraged AI tools for efficient development workflows and automation.

Full-Stack Developer | WeManage | 2025–2026

- Development within a company specializing in website management, with a focus on complex projects, integrations, and ongoing maintenance of WordPress sites.
- Management and maintenance of over 200 client websites, including performance optimization, troubleshooting, and system implementation.

Projects

Sushi Bayit Vagan - [Website Link](#)

Restaurant Website (WordPress + React-based Store)

- Developed and integrated interactive React components for the store page, in conjunction with a WordPress system.
- Implemented backend logic using PHP to extend the site's functionality.
- Built a responsive interface and improved user experience (UX).

Technologies: React, PHP, Wordpress

Simplee - [Evaluator App Link](#), [Exam App Link](#)

Remote Exam & Test Management Application

- Contributed to the development of a remote exam and test management system with advanced monitoring and proctoring capabilities.
- Implemented enhancements and refinements across both front-end interfaces to support production readiness and final release.
- Developed and improved React components while collaborating with a remote team using Asana and GitHub.

Technologies: React

BeeComm Integration Plugin - [GitHub Repository](#)

WordPress Plugin for Restaurant E-Commerce Integration

- Developed a custom WordPress plugin integrating WooCommerce with the Bickom POS system to enable on-site printing of online orders.
- Implemented real-time SMS notifications for order status updates, improving customer communication.
- Designed a real-time load calculation system to optimize kitchen workload and order flow.
- **Technologies:** PHP, Wordpress

WooCommerce Product Composer - [GitHub Repository](#)

WooCommerce Product Bundling Plugin

- Developed a custom WooCommerce plugin enabling dynamic product bundle creation directly on the product page.

- Enhanced user experience (UX) and increased sales potential by streamlining the product selection and purchasing process.

Technologies: PHP, WordPress

WooCommerce B2B Bulk Ordering - [GitHub Repository](#)

B2B Store Navigation & Guided Experience Plugin (WordPress)

- Developed a custom WordPress plugin providing a fast, guided store navigation experience tailored for business (B2B) clients, distinct from standard consumer flows.
- Designed and implemented a dynamic, interactive, and responsive UI to streamline product discovery and purchasing workflows.
- Integrated the solution via shortcode for flexible deployment across site pages.

Technologies: PHP, WordPress, JavaScript, CSS, HTML

Education

- Self-taught and professionally trained in software and web development, including online and in-person courses (John Bryce, Haifa, 2015).
- Areas of expertise: OOP, UX/UI, CI/CD, JavaScript development (React, Next.js), custom WordPress development (themes & plugins), API and third-party integrations, e-commerce development (WooCommerce), web performance optimization, AI-assisted development workflows.

Additional Information

Languages: Hebrew (Native), English (Fluent)

Availability: Freelance, Full-time, Remote

Hobbies: Mixed Martial Arts (MMA), Sports and Fitness, Sailing, Playing Music, and Singing

Background: Married, Religious (about 15 years). Originally from Haifa, now living in Gush Etzion.