Jose Jefin Winston

HEAD OF DEVELOPMENT · CRAFTSPOT DESIGNS

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Head of Development at Craftspot Designs, with 10 years and roughly 90 websites delivered for government entities, agencies, product teams and direct clients across the UAE, the United States, the United Kingdom and India. I lead the full build: architecture, headless and traditional CMS platforms — including custom WordPress themes and plugins — commerce, and the performance, search and accessibility work that decides whether a launch holds up. I work with clients directly from scoping to launch, then train their teams to run the platform without me. Based in Ras Al Khaimah, available for full-time roles across the UAE and wider GCC and for remote engagements.

10 years
Web engineering

90+ websites
Built, launched, maintained

UAE-based
Ras Al Khaimah, available now

TECHNICAL SKILLS

Platforms	WordPress, WooCommerce, Shopify, Astro
WordPress	Custom themes, Plugin development, Gutenberg blocks, ACF Pro, Elementor, Content modelling
Languages	PHP, JavaScript, TypeScript, SQL
Markup & styling	HTML, CSS, Sass, Bootstrap, Liquid
Front-end	React, Design systems, Component libraries, Responsive layout
APIs & integration	REST APIs, Headless architecture, Payment gateways, Third-party integrations
Performance & SEO	Core Web Vitals, Lighthouse, Technical SEO, Structured data
Workflow & QA	Git, Figma, WCAG 2.2, Cross-browser QA

SELECTED CLIENTS

RAK Department of Knowledge · RAKEZ · Compass by RAKEZ · REEM — RAK Municipality · RAK Energy Summit · Delhi Private School RAK · AMR Acacia Hotel

PROFESSIONAL EXPERIENCE

Head of Development

Jan 2025 – Present

Craftspot Designs · Ras Al Khaimah, UAE

- Lead web engineering for the studio: architecture, delivery and quality across client platforms for government, real estate, hospitality and commerce brands.
- Own builds end to end — custom theme and plugin development, ACF content models, WooCommerce setup, launch and CMS handover.
- Act as the client-facing developer: scope requirements, run revision rounds and train content teams, so projects move without a project-manager layer in between.
- Run pre-launch performance and technical SEO passes — asset and image optimisation, Core Web Vitals, metadata, redirects and accessibility checks.

Stack: WordPress, PHP, ACF Pro, WooCommerce, Elementor, JavaScript, SCSS, Figma

Front-End Engineer

Jun 2023 – Dec 2024

Smart Working Solutions · Delhi, India (Remote)

- Delivered WordPress and front-end features for international clients, pairing with their in-house programmers to hit project requirements and functionality goals on schedule.
- Maintained several client sites in parallel and launched new builds carrying custom functionality for users across multiple regions.
- Trained client teams to manage their own content and layouts after handover, cutting their ongoing dependence on developer time.

Stack: WordPress, PHP, ACF, HTML, CSS, JavaScript, Bootstrap, Adobe XD, Figma

Web Developer

Jan 2023 – May 2023

LootMogul · Mumbai, India

- Developed and maintained the company website (lootmogul.com), building marketing pages and handling ongoing content and layout updates.

Stack: WordPress, ACF, HTML, CSS, JavaScript, Bootstrap

Front-End Engineer

Dec 2021 – Jan 2023

Aspire Systems · Kakkanad, India

- Built WordPress and Shopify sites across multiple client accounts, turning design files into responsive, ACF-driven templates.
- Picked up feature work and fixes on live client sites alongside new builds.

Stack: WordPress, ACF, Shopify, Liquid, HTML, CSS, JavaScript, Bootstrap

Front-End Developer

Apr 2021 – Nov 2021

Techpullers Technology Solutions · Kakkanad, India

- Built and managed custom WordPress and Shopify sites for agency clients, hand-coding templates in HTML, CSS and Bootstrap.

Front-End Developer

Apr 2020 – Mar 2021

The Creative Lush · Willingdon Island, India

- Developed client websites in WordPress and Shopify, building responsive layouts from supplied designs.

Web Developer

Mar 2016 – Mar 2020

BBM Technologies · Atlanta, USA (Remote)

- Built WordPress sites for US clients over four years, working with back-end programmers to meet requirements and desired functionality.
- Handled front-end implementation in HTML, CSS, JavaScript and Bootstrap.

EDUCATION

B.Tech, Computer Science & Engineering

Vinayaka Mission University · Salem, India