

Andrei Josanu

Senior Full-Stack WordPress / WooCommerce Engineer | Tech Lead

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Senior Full-Stack WordPress/WooCommerce Engineer with 8+ years of commercial experience, currently Tech Lead on a large-scale US e-commerce platform, coordinating a small cross-functional team and driving technical decisions directly with the business owner. Specializes in custom, code-first WordPress/WooCommerce architecture, with hands-on experience across Elementor, WPBakery, and Divi for projects already built on them, PHP OOP, Laravel integrations, and React/Gutenberg development. Remote-first, comfortable with distributed international teams.

SKILLS

WordPress:	Custom themes & plugins (custom-code-first by preference; hands-on Elementor/WPBakery/Divi experience when a project needs it), ACF, CPT UI, WPML, Gutenberg block development, WP-CLI, REST API, Bedrock & Sage
WooCommerce:	Store architecture at scale, custom development, subscriptions, payment/inventory/shipping integrations, HPOS
Back-end:	PHP OOP, Laravel, MVC, Composer/PSR-4, MySQL/wpdb optimization, Redis, Elasticsearch, custom REST APIs (API key + JWT), SOLID architecture
Testing:	PHPUnit, PHPCS, PHP linting
Front-end:	JavaScript, jQuery, ReactJS, GraphQL, Bootstrap, Tailwind, SCSS/SASS
DevOps:	Docker, CI/CD (Bitbucket Pipelines, GitHub Actions), AWS (EC2), Nginx/Apache, Git / GitHub / Bitbucket / GitLab
Other CMS:	Joomla (MVC architecture) - built an early e-commerce project (mobvaro.md, ~2014) before starting professional work in 2017
Leadership:	Technical leadership, code review, mentoring, documentation, onboarding, Agile

EXPERIENCE

Tech Lead / Full-Stack WordPress Developer - JMA Attachments

Oct 2025 - Present

- Tech Lead coordinating a small cross-functional team (front-end developer, Zoho integrator, project manager), driving technical decisions directly with the business owner
- Designed modular theme architecture (OOP, SOLID) and led major refactoring for maintainability
- Implemented a Docker-based development environment synced with production content
- Built CI/CD pipelines (Bitbucket Pipelines) for shared-hosting deployment constraints
- Defined the team's Git branching workflow and development standards; led code reviews and resolved complex merge conflicts
- Created technical documentation and onboarding processes for new team members
- Used AI tools (Claude) throughout the development workflow - accelerating Figma-to-WordPress theme conversion via design-token extraction, and supporting the coding and design-QA process

Full-Stack Developer (Part-time) - Leading Chartered Jet Platform

May 2025 - Jan 2026

- Built a performance-oriented WordPress architecture without page builders
- Implemented A/B testing workflows with LaunchDarkly for feature control
- Integrated Microsoft Clarity analytics and external flight-data providers (Aviation Edge, Avinode)

WordPress Theme Developer (Contract) - WPZOOM Holding B.V.

Aug 2024 - Nov 2024

- Proposed and implemented new features for a commercial WordPress theme product
- Conducted competitor analysis; developed both admin-side and front-end functionality

Full-Stack WordPress Engineer - Quadra-Digital S.R.L. (Watches World)

Jul 2023 - Oct 2025

- Sole engineer responsible for a global e-commerce platform for luxury watches
- Optimized a hybrid Laravel/WooCommerce architecture handling 25k+ product variations generated from an ~8k item catalog - replaced slow WP_Query paths with custom wpdb SQL and reworked the caching strategy, shipped incrementally with no downtime on a live, revenue-generating site
- Led a 3-person development team (self, a front-end developer, a Laravel back-end developer)
- Implemented CI/CD pipelines and deployment workflows

Full-Stack Developer - BackstageIT B.V. (formerly Best4U International)

May 2022 - Jul 2023

- Built a custom React plugin for API-driven content rendering; integrated GraphQL APIs into the WordPress ecosystem
- Performed a redesign using modern theme architecture; optimized performance and refactored legacy code

Full-Stack WordPress Developer - Best4U International (Dynamitt Team)

Jun 2021 - May 2022

- Learned and applied ReactJS and Laravel fundamentals; developed custom Gutenberg blocks
- Used WP-CLI, the Bedrock framework, Blade templating, OOP PHP, and vanilla JavaScript
- Leveraged Git, Docker, and Composer for project management and development

WordPress Developer - Simpals S.R.L.

2018 - Jun 2021

- Designed scalable content architectures (custom post types, taxonomies); built custom themes and plugins
- Implemented AJAX-based search systems and PDF generation tools
- Built custom plugins, including a digital-signature authentication system and a Gravity Forms reviews add-on
- Performance optimization, refactoring, and malware cleanup across multiple projects

Founder / Back-End Developer, Project Manager - Inweb Solutions S.R.L. (Own Company)

2017 - 2018

- Founded and operated a small WordPress development agency (team of 3: a front-end developer, a designer, a manager)
- End-to-end project ownership: sales, technical architecture, client communication, delivery, and operations

EDUCATION

Telecommunications Engineering and Management

Technical University of Moldova - 2004 - 2006 (program not completed)

PHP & WordPress Theming, WordPress Plugin Development, Advanced PHP (OOP, MVC)

Udemy - 2018 - 2019

ReactJS, Gutenberg Block Development, Laravel Fundamentals

Udemy - 2021 - 2022

LANGUAGES

Romanian (Native) | English (Professional working proficiency, B2+) | Russian (Conversational)