Heshmatollah Bakhtiari

Full-stack WordPress & WooCommerce developer

Headless WordPress with React & Next.js

Nuremberg bakhtiaripro@gmail.com linkedin.com/in/h-bakhtiari github.com/hbakhtiari mentotex.dev

PROFILE

WordPress architect with over 15 years of experience analysing and solving complex WordPress and WooCommerce requirements. From system architecture through implementation to production, I deliver technical solutions independently. Specialised in custom plugins and themes, bespoke WordPress-based CRM systems, WooCommerce and REST API integrations. Several published WordPress plugins, including PixLedger, solve concrete problems in WooCommerce and online marketing and show my ability to turn business requirements into working software.

In addition, I bring hands-on experience with React, Next.js and TypeScript in headless WordPress. With MentoNext I built my own npm library that provides a typed data layer, React hooks, caching and automated tests.

Currently in a full-time training programme at velpTEC (05/2026 – 11/2026): React, Next.js, TypeScript, Docker Specialist and IT security management are completed, Scrum (PSM I & PSPO I) follows by 11/2026. Solid knowledge of PHP, JavaScript, MySQL and Linux server management. I work independently, solution-oriented and structured, and deliver clean, maintainable code.

SKILLS

WordPress & WooCommerce core: WordPress hooks, custom plugin and theme development, WP REST API, WP multisite, custom post types & taxonomies, ACF, WP-CLI, WordPress plugin guidelines & submission, WooCommerce core, WooCommerce hooks & filters, WooCommerce Subscriptions, WooCommerce REST API, payment gateways, custom checkout flows, HPOS (High-Performance Order Storage), WordPress debugging & conflict resolution, headless WordPress, Gutenberg block editor (React), Elementor, WPBakery, Avada, Divi, Figma-to-WordPress implementation

Backend & databases: PHP, MySQL, database architecture and design, query optimisation and slow-query analysis, large-scale database management, custom REST API endpoints, DB security best practices

Frontend: HTML5, CSS3, Bootstrap, Tailwind, Flexbox, Grid, responsive design, JavaScript, jQuery, Ajax, TypeScript, React, Next.js

Server & infrastructure: Independent build and operation of a VPS infrastructure from scratch: Linux server setup and hardening (Ubuntu, SSH, UFW, Fail2ban), Docker & Docker Compose (multi-site orchestration), Caddy reverse proxy (automatic HTTPS/Let's Encrypt), WordPress via Composer/Bedrock, shared MariaDB & Redis (multi-tenant architecture), CI/CD deployment via GitHub Actions with restrictive deploy keys, AWS, Cloudflare, Plesk, cPanel, DirectAdmin, CyberPanel, WordOps, SSH

Performance, caching, debugging & quality: Server-side caching, WP caching, WP performance optimisation & speed-up, CDN integration, Query Monitor, code review, technical documentation, plugin and theme conflict resolution

Tools & version control: Git, GitHub, GitLab, Composer, npm, Vite, VS Code, Jira, Trello, Slack, aWork

Project management & agile work: Scrum Master (PSM I) & Product Owner (PSPO I) – in progress, expected 11/2026, sprint planning, product backlog management

Digital marketing & SEO: SEO (on-page & off-page), keyword research, Search Console, GTM, GA4, pixel and conversion setup & event tracking (GA4, GTM, Meta Pixel), Ahrefs, SEMrush, email marketing, Google Ads

Design tools & accessibility: Figma, Canva, Photoshop, Affinity, accessibility

IT security & compliance: IT security management ISO/IEC 27001, German BSI Act, GDPR certification, WordPress security & hardening

PROFESSIONAL EXPERIENCE

03/2025 – 09/2025

WordPress & WooCommerce developer

Sweat Off GmbH

- Built a visual email template builder in wp-admin: drag-and-drop layout with several block types, live preview (desktop/mobile), real WooCommerce order data as placeholders and a test email function
- Automated discount coupon system: programmatic WooCommerce coupon creation (expiry date, email binding, product restrictions, multiple coupons) with its own email template engine
- Developed a complete subscription system from scratch: custom CPT architecture, dedicated database table with token lifecycle management and live/test environment separation
- Customised and extended WooCommerce shops (API integrations) and implemented WordPress designs from Figma templates, including responsive design
- Ongoing maintenance, testing, debugging, performance and security optimisation as well as server and database administration (Plesk, Linux, SSH), technical documentation and team support

07/2021 – 12/2024

WordPress developer, frontend and backend

United Vertical Media

- Design, development and maintenance of WordPress-based customer websites (frontend & backend)
- Built and administered a WordPress multisite with several hundred websites
- Developed custom plugins, bespoke themes and custom code for a large business directory
- Server management and administration on Amazon AWS
- Performance optimisation, security measures and technical support for customer websites

2020 – 06/2021

Platform developer, web designer (part-time)

GEED gGmbH

- Designed and built the entire company website on WordPress (custom & responsive design)
- Developed a multilingual WordPress-based LMS platform with course management, user roles, progress tracking and quiz functionality

2018 – 06/2020

CRM developer, web designer, IT support (part-time)

ARIKA GmbH

- Built a fully customised, WordPress-based CRM and job placement platform with custom post types, custom fields and frontend forms
- Designed and built the company website (custom & responsive design, GDPR-compliant)
- Holistic e-marketing consulting: action plans and SEO strategies (on-page/off-page) as well as planning and management of Google Ads campaigns
- Ongoing search engine optimisation (SEO) including keyword research, content optimisation and monitoring

2008 – 2020

Web developer, web designer & e-marketing specialist

MAHOO · HAPIGAN Web · Digital Branding

- Built complex web-based platforms on custom tech stacks: EZ-Travel (e-tourism system for travel agencies with booking logic), HOMAY (online conference management system for academic conferences including paper submission, review workflow and ticket system) and an email marketing platform
- Design, development and technical support of corporate and e-commerce websites on WordPress, WooCommerce, PrestaShop and Joomla, including custom theme/plugin development, payment integration and performance optimisation
- Delivered SEO training and consulting for webmasters
- Developed and executed email marketing strategies: campaign design, segmentation, A/B tests and performance measurement

OWN PROJECTS

All plugins are my own work. Each project has a detailed page on this website.

PixLedger

WooCommerce · Tracking

Problem: WooCommerce redirects (add to cart, coupons, reviews) drop tracking events, and browser pixels drift from real orders because of ad blockers and consent restrictions.

Solution: A server-side pending-event store with signed, idempotent event IDs and a complete local audit trail. Purchase events are derived only on the server from the order that was actually paid; the public endpoint discards commerce fields, which prevents forged purchases. Consent Mode v2 is enforced as a pipeline boundary in PHP and JavaScript, and already installed tracking pixels are detected automatically to avoid double tracking.

Value: Reliable conversion numbers for Meta, GA4 and GTM. Backed by 31 PHP integration tests (138 assertions), 17 browser regression tests and PHPStan level 5.

mentotex.dev/pixledger/ · wordpress.org/plugins/pixledger

MentoNext

Next.js · Headless WordPress

Problem: Every headless project hand-rolls fetch wrappers, a SEO mapper per plugin and its own caching strategy.

Solution: A typed REST API data layer, React hooks, SEO normalisation (Yoast, RankMath, AIOSEO) and metadata/JSON-LD helpers for the App Router. Request deduplication, TTL cache with stale-while-revalidate, retry strategy, webhook revalidation and integration with Next.js ISR and tag invalidation, plus a CLI wizard for setup.

Value: Less boilerplate and consistent results across projects. Open source (MIT), backed by 61 automated checks across 5 test files.

mentotex.dev/mentonext/ · npmjs.com/package/mentonext · github.com/mentotex/MentoNext

MentoGuard

Contact form · anti-spam

Problem: Bots flood contact forms, and reCAPTCHA burdens users and privacy.

Solution: Behaviour-based protection with native Contact Form 7 integration and three invisible checks: a signed one-time token, a server-side timing check and behavioural scoring (mouse, typing, field interaction), plus a honeypot. No external servers.

Value: Clean submissions without puzzles for real visitors, GDPR-compliant. A spam log, top-spammer list, IP blacklist and a test mode for tuning give full control.

mentotex.dev/mentoguard/ · wordpress.org/plugins/mentoguard

MentoBlocks

Gutenberg · dynamic blocks

Problem: Block libraries ship frozen content and load heavy JavaScript or UI frameworks on every page.

Solution: Two dynamic blocks built entirely in React: Post Grid (four layouts, independent hover effects) and a dependency-free Hero Slider with three content sources (images, manual, dynamic from posts). Live preview via ServerSideRender, its own REST API integration and accessible controls; rendering happens server-side from the database on every request, with no jQuery.

Value: Always-current content with minimal overhead, growing one block at a time.

mentotex.dev/mentoblocks/ · wordpress.org/plugins/mentoblocks

MentoFeed

WooCommerce · product feeds

Problem: Feed plugins generate a static file that goes stale and force fixed channel templates.

Solution: Every request builds the feed live from the WooCommerce database (CSV/TSV). A drag-and-drop column builder with 50+ data sources and 12 data transformations, filters, token protection and an access log; optimised for the DACH market (base price, EAN/GTIN, UTF-8 BOM and semicolon for German Excel).

Value: Prices and stock are always current for Google Shopping, idealo, Amazon and affiliate networks, with no cron jobs.

mentotex.dev/mentofeed/ · wordpress.org/plugins/mentofeed

MentoClasses

Gutenberg · CSS

Problem: In growing projects the same CSS class gets rewritten under a new name because nobody knows what already exists.

Solution: A CSS class registry: the plugin scans your stylesheets automatically and adds a searchable panel to the block editor with descriptions, tags and favourites. The native “Additional CSS class(es)” field stays untouched; everything runs locally, with no external API calls or tracking.

Value: A single source of truth for the whole team, fewer duplicates and faster work in the editor.

mentotex.dev/mentoclasses/ · wordpress.org/plugins/mentoclasses

Advanced Shop Search

WooCommerce · admin

Problem: Finding customer and order segments means exports, spreadsheets or paid external tools.

Solution: 40+ combinable filters in 5 categories (products, customers, orders, finances, time) directly in wp-admin, with a results table, profile links and CSV export, no code required. Fully compatible with WooCommerce High-Performance Order Storage.

Value: Segments for campaigns or reactivation in seconds, with no subscription and no code.

mentotex.dev/mentosearch/ · wordpress.org/plugins/mentotex-advanced-shop-search · github.com/hbakhtiari/mentotex-advanced-shop-search

MentoTex

Portfolio & plugin hub

Problem: Portfolio and plugin sites often depend on page builders and extra plugins, which makes them slow.

Solution: A custom block theme built entirely with the native Gutenberg editor, without page builder or add-on plugins; run on Bedrock with Redis object cache and page cache.

Value: A fast, maintainable site with very good Lighthouse scores (mobile performance 98, accessibility 93, best practices 100, SEO 100).

mentotex.dev/

Infrastructure (self-hosted)

Linux · Docker · Caddy

Problem: Web projects need secure, reproducible operations that do not depend on shared hosting.

Solution: Independent design, setup and administration of a Linux VPS infrastructure: server hardening (Ubuntu, SSH, UFW, Fail2ban), Docker Compose, Caddy with automatic HTTPS, Bedrock/Composer, CI/CD via GitHub Actions with restrictive deploy keys, and shared MariaDB and Redis (multi-tenant).

Value: End-to-end responsibility from code to server operations for my own projects mentotex.dev and pixledger.com.

EDUCATION & LANGUAGES

2005 – 2007

Master's degree in atomic and molecular physics

Bu-Ali-Sina University, Iran

1999 – 2004

Bachelor's degree in applied physics

Lorestan University, Iran

German: Advanced (B1 certificate; C1 courses and self-study) **English:** IELTS 6.0 **Arabic:** A2 **Persian:** Native

TRAINING & CERTIFICATES

2026 (completed)

React and Next.js development for frontend web applications (incl. HTML, CSS, JavaScript, GitHub/GitLab), Docker Specialist, IT security management (focus on ISO/IEC 27001)

velpTEC GmbH, full-time

2026 (ongoing, expected completion 11/2026)

Scrum – preparation for PSM I & PSPO I

velpTEC GmbH, full-time

2021 & 2024

Data protection law & GDPR (9 training certificates)

2018

Mini MBA (marketing, leadership, HR, strategic management, digital marketing, finance)

2014

Social media marketing (campaign planning & management)

2009

Search engine optimisation (on-page/off-page, SEO copywriting, analytics)

2008

Email marketing (principles, tools, campaign design & management)