

FAHAD MURTAZA

Software Engineer • Product Builder • WordPress & AI Specialist

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Who Fahad Is

Fahad Murtaza is a full-stack software engineer with nearly two decades of professional experience across four continents. His career began at the intersection of education technology and social software, contributing to products that were later acquired: Lessonopoly was absorbed into Gooru, and the community layer he helped build at Views Flow became PeerIndex, which Brandwatch bought in 2015. That early exposure to products that outlive their builders shaped how he has worked ever since. He builds things that actually work at scale, and he builds them to last.

Over the years Fahad has resisted the pull toward a single narrow specialisation. He is equally comfortable inside a WordPress plugin, a Rust microservice, a React Native app, or a Python machine-learning pipeline. What holds that breadth together is a consistent focus on the end-to-end experience: the flow of data from a user action all the way through to a stored record, a sent email, or a rendered chart. He has a preference for shipping complete, polished things rather than prototypes.

Fahad is not simply a developer for hire. He runs iSuperCoder, a B2B software agency and platform, and maintains the TableCrafter ecosystem, a family of WordPress plugins and JavaScript libraries published on WordPress.org and npm. He has written educational content for thousands of developers through PakistanJs.com, algorithmsin60days.com, and a free Claude Code course with 15 modules and over nine hours of material. He builds tools he wishes existed, for communities he belongs to, in languages and frameworks he is willing to learn from scratch when the situation calls for it.

Career Arc

Fahad graduated in Computer Engineering from COMSATS Institute of Information Technology in 2007, having spent part of his degree as a teaching assistant in Algorithms and Operating Systems. That combination of building things and explaining them is a thread that runs through everything since.

His first professional role at Altair Technologies in San Jose put him inside a PHP/CodeIgniter application serving the Silicon Valley Education Foundation. From there he moved to Views Flow in London, where his Drupal and Pligg work seeded what later became PeerIndex. A stint as Lead Software Engineer at r&d Reality in Muscat (2010 to 2013) deepened his WordPress platform skills, including multilingual WordPress Multisite deployments and custom theme and plugin development, alongside a photography and imaging side of the business.

He then joined Propertyfinder.ae in Dubai to work on the UAE's largest property portal, upgrading Zend Framework 2 codebases and maintaining multi-country site deployments across Qatar and Bahrain. His most architecturally demanding role before going independent was at Senseye.io in the UK (2016 to 2017), where he built and maintained Node.js and Golang microservices for an IoT industrial SaaS platform alongside a legacy AngularJS frontend.

Since March 2017, Fahad has operated as an independent software engineer and product builder. This phase has seen the most output: a commercial WordPress plugin ecosystem on WordPress.org, a full-stack SaaS platform, multiple AI integrations, two Rust microservices written from scratch, and a growing library of open-source educational repositories. The independence has also reinforced his commercial instincts. Every product he builds now is designed either to sell or to demonstrate something sellable.

2007 to 2008	Altair Technologies, San Jose, US — PHP/CodeIgniter, education tech
2009	Views Flow, London — Drupal/Pligg, precursor to PeerIndex (acquired by

	Brandwatch 2015)
2010 to 2013	r&d Reality, Muscat — Lead Engineer, WordPress Multisite, 360 photography
2014 to 2015	Propertyfinder.ae, Dubai — Zend Framework, multi-country property portal
2016 to 2017	Senseye.io, UK — Node.js and Golang microservices, IoT SaaS, AngularJS
2017 to present	Freelance / iSuperCoder — full-stack product development and agency

What He Builds

The 539 repositories in Fahad's GitHub archive tell a coherent story if you read across them rather than at any single point. Several themes emerge: an ongoing commitment to the WordPress ecosystem that has evolved with the platform; a growing suite of commercial products rather than one-off client work; an enthusiastic and disciplined adoption of AI tooling; a practical understanding of SEO and search visibility as technical concerns; and a pattern of building learning infrastructure for communities he cares about.

The TableCrafter Ecosystem

TableCrafter is Fahad's flagship open-source commercial product, and it illustrates his product-building instincts well. It started as a WordPress plugin for rendering data tables from Google Sheets, CSV, or JSON APIs. It has since grown into a family of related tools published on WordPress.org: CardCrafter for card grids, EventCrafter for visual timelines and roadmaps, LeadCrafter for lead-magnet forms with Kit.com integration, and ChartCrafter. There is also a standalone vanilla JavaScript library on npm with zero dependencies and a 45KB bundle that replicates the plugin's capabilities in any framework.

The most technically ambitious piece is the Elementor live-preview integration introduced in v3.1.1 of the WordPress plugin, which gives designers a true WYSIWYG experience with real data visible while editing. That is something rare in the data-table plugin space. Virtual scrolling for 10,000 or more rows, WCAG 2.1 AA accessibility compliance, and a Gutenberg block round out the feature set. TableCrafter Pro, a private companion repo, extends the core with WooCommerce and Gravity Forms integrations sold commercially via Freemius.

Gravity Tables

Running alongside TableCrafter is Gravity Tables, now at version 4.1.8, a separate and more specialised product that turns Gravity Forms entries into spreadsheet-like editable data tables. Inline editing, bulk operations, advanced filtering, lookup fields, role-based permissions, and a column-totals row that recalculates in real time as the user filters or edits are all included. The underlying architecture uses modern PHP with PSR-4 autoloading, dependency injection, and a service-oriented structure. That is a deliberate departure from the procedural plugin style that still dominates the ecosystem.

iSuperCoder Platform

The iSuperCoder platform is Fahad's most structurally complex project: a multi-tenant B2B SaaS for customer communication and project management, built with Next.js 14, TypeScript, Express.js, Socket.io, MongoDB, Redis, Docker, and Nginx. The architecture separates concerns cleanly across an API gateway, a real-time Socket.io layer, a JWT auth service, and a file-storage layer, all containerised and deployable behind an Nginx load balancer. A React Native mobile client completes the surface.

One of the more notable engineering decisions in the platform is the systematic replacement of Node.js services with Rust. The authentication microservice, rewritten in Rust using Axum, achieves sub-100ms login times and handles over 1,000 requests per second on a single instance. The README benchmarks it at 270 times faster than its Node.js predecessor. A utilities-and-forms service handles contact form processing, PDF generation, image resizing, and URL shortening, with measured throughput 500 times beyond the original JavaScript implementation. Both services carry 74 or more passing tests, Docker deployment configs, and OWASP compliance checks.

AI Integrations

Fahad began working with AI APIs before the current wave made it fashionable. An early project, opiAI, was a Facebook Messenger bot written in TypeScript and deployed to Firebase Cloud Functions: a qualitative-data-collection experiment built around conversational UX. That project prefigured everything that followed.

His most production-ready AI work sits in the WooCommerce shopping assistant plugins. The flagship plugin (fahad-ai-shopping-assistant-for-woocommerce, v2.11.8) gives e-commerce customers a natural-language chat interface powered by Anthropic Claude or Moonshot AI (Kimi K2), with agentic multi-step reasoning. The assistant can search products, evaluate results, add to cart, and summarise cart contents without the customer leaving the page. A companion product targets the Anna App platform. Both include customisable bot personality, streaming responses, and a fully hidden API key architecture so credentials never reach the browser.

The Elementor MCP plugin (msrbuilds/elementor-mcp, v1.3.1) is technically the most forward-looking thing in the portfolio. It exposes 70 MCP tools over HTTP, allowing AI agents including Claude and Cursor to create and manipulate Elementor page designs programmatically. This places Fahad at the emerging intersection of AI agent tooling and the WordPress ecosystem, a niche with almost no competition at this point.

Additional AI projects include a WordPress RAG chatbot built on FastAPI, LangChain, Pinecone, and GPT-4 that answers WordPress hook questions from a vector knowledge base; a YouTube video summariser built on Claude 3 Haiku; a stock-forecasting API using XGBoost, LSTM, LightGBM, CatBoost, and TFT with multi-timeframe ensemble predictions; and a knowledge-base web app backed by Claude. These are not just experiments. Most have test suites, Docker deployment configs, and documented API contracts.

SEO and Search Visibility

Fahad has a focused body of work around search engine optimisation and visibility control that runs through several layers of the WordPress stack. The most direct expression is WP Better SEO Links, co-authored with WP Help. It extends the Classic Editor link UI to include one-click options for Google's recommended link relationship attributes: rel="nofollow", rel="sponsored", and rel="ugc". While modest in scope, it reflects a working familiarity with how Google evaluates link signals and how to make that compliance accessible to non-technical site editors.

The iSuperCoder marketing site ships with a purpose-built SEO monitoring pipeline. A Node.js script audits every service page for meta-tag completeness, including title, description, canonical URL, and OpenGraph tags. It scores content against a keyword strategy aligned with Google Search Console guidance, tracking the deliberate shift from reactive emergency-repair terminology toward professional-services language. Pages that fall below a 90% Lighthouse SEO score trigger an alert. The same codebase integrates Lighthouse CI via @lhci/cli, running headless Chrome audits that enforce Core Web Vitals thresholds as part of the deployment workflow. Keyword tracking, competitor analysis scheduling, and automated alert generation are all baked into the same script rather than outsourced to a third-party tool.

The fahdmurtaza.com repository includes a hand-maintained robots.txt and XML sitemap index with separate sitemaps for the main marketing pages and the WordPress Hooks Explorer sub-site, structured to give Googlebot clean crawl paths and accurate lastmod timestamps. Two WordPress plugins, wp-hide-from-search and wp-hide-my-product, address the complementary need: selectively excluding pages, posts, and custom post types from both external search engines via noindex directives and the internal WordPress search bar. The personal site also runs Google Site Kit, integrating Search Console, Google Analytics, and Tag Manager into the WordPress admin for unified performance reporting. Taken together, these projects show a developer who treats search visibility as a technical discipline to instrument and automate, not something to hand off entirely to a specialist.

WordPress Plugin Work

Beyond the flagship products, Fahad has shipped a long tail of smaller WordPress plugins that address specific workflow gaps. A Gravity Forms popup inserter works across Gutenberg, Classic Editor, and the admin bar. WalletPro is a WooCommerce wallet system with atomic debit/credit ledger, partial payments, cashback, and Playwright E2E tests running against a live WooCommerce install. Other plugins cover

MemberPress to Brevo email integration, a LifterLMS attendance management add-on, a role-based Google Sheets dashboard plugin for a media client, and a range of utilities around Gravity Forms data handling. Each has a functional test suite and a composer.json with proper autoloading.

Mobile Development

Fahad has shipped mobile work across three frameworks. His React Native/Expo Rakat Counter is a particularly interesting case study. It started as a PWA using the DeviceOrientation API to detect prostrations during Islamic prayer without any manual tapping. When the browser throttled sensors after the screen locked, the project pivoted to a native React Native app using a hybrid of high-frequency accelerometer tracking and audio metering to detect the subtle acoustic signature of a head touching a prayer mat. The engineering story runs through four documented revision cycles, each one solving the problem created by the previous approach. It reflects how Fahad actually works: iteratively, with honest write-ups of dead ends.

Earlier mobile work includes a Flutter WordPress app built for a DevFest Lahore 2019 workshop, an Ionic application deployed to the App Store (BackTable, a surgical subspecialist social network), and React Native experiments connecting to WordPress REST APIs and WooCommerce.

Community and Education

Fahad has invested consistently in developer education, particularly for the Pakistani tech community. PakistanJs.com is a community effort he founded to cultivate JavaScript talent locally. The algorithmsin60days.com repository scaffolds a 60-day coding challenge for developers preparing for technical interviews. rust-90-days is a 90-lesson structured course for learning Rust from scratch. His most recent educational project, claude-code-for-beginners, is a free 15-module curriculum with over nine hours of content for developers learning to work with Claude Code. He is not only adopting AI tools himself; he is helping others navigate them.

Two smaller projects reveal a developer with a strong sense of place. The bijli-sensor and what-the-wapda tools track Pakistan's power-outage crisis, written after the January 2023 national grid failure. They are tiny programs. But they say something about where Fahad's attention goes when he has spare time.

Strengths and Differentiators

The most honest summary of what makes Fahad distinctive is not any particular language or framework. It is the combination of depth and range at a point in the stack where they rarely coincide. Most developers with his level of WordPress internals knowledge have not written a Rust microservice. Most developers building Rust microservices have not shipped a production WordPress.org plugin with 80% or more test coverage. Fahad operates comfortably in both registers, and that is genuinely unusual.

Full-Stack Completeness

He can design a database schema, write the API, build the frontend, deploy the Docker stack, write the CI pipeline, and debug the Nginx config. On the WordPress side, he can architect a plugin with PSR-4 autoloading and a service-container pattern, then turn around and write the WooCommerce block integration. That end-to-end capability means a client does not need to bring in separate specialists for each layer, and it means Fahad has the judgment to make sensible trade-offs across them rather than optimising one layer at the expense of another.

Product Instincts

The TableCrafter ecosystem, WalletPro, and the AI shopping assistants are commercial products, not client deliverables. They have versioned releases, changelogs, Playwright and PHPUnit test suites, Freemius monetisation wiring, public documentation sites, and live demo environments on TasteWP. Fahad knows what it takes to ship something that other people will install and depend on. That is a different skill set from delivering a project that just works in the client's staging environment.

Early and Systematic AI Adoption

Fahad engaged with AI tooling earlier than most WordPress developers. He has worked with Anthropic Claude, OpenAI GPT-3 and GPT-4, Moonshot AI (Kimi K2), LangChain, Pinecone, Whisper, and XGBoost. He understands both the API integration layer and the architectural decisions around it: when to use RAG versus fine-tuning, how to keep API keys server-side, how to structure agentic tool-use loops. His MCP plugin for Elementor places him at a genuinely novel position in the WordPress plus AI intersection, ahead of most peers working in that space.

SEO as a Technical Discipline

Where many developers treat SEO as someone else's problem, Fahad has built monitoring infrastructure around it. He understands link relationship attributes, Core Web Vitals, Lighthouse scoring, sitemap structure, and noindex directives as technical specifications rather than vague best practices. The SEO monitoring pipeline he wrote for isupercoder.com runs headless Chrome audits automatically and tracks keyword signal ratios across pages. That kind of rigour is rare among developers who do not specialise in search.

Commitment to Learning

The Rust adoption is the clearest evidence of this. Rather than staying in the comfort of JavaScript and PHP for performance-sensitive services, Fahad invested the time to learn a language with a notoriously steep ownership model, ship two production-quality microservices with it, benchmark them rigorously, and document the results. The rust-90-days educational repo suggests he thinks carefully about how to absorb a new technology: structured, daily, committed over a long arc rather than tutorial-hopping. He approaches learning the way he approaches building.

Community Orientation

A developer who maintains a JavaScript community for Pakistani developers, builds a free Claude Code curriculum, and writes a prayer counter that solves a real problem for people with ADHD and OCD is someone whose motivations extend well beyond billing hours. For clients, this translates practically. Fahad tends to care about whether the thing he built actually helps, which makes him a more honest partner than someone optimising purely for scope creep.

Technical Profile

Core Languages

• PHP 7.4+ • JavaScript / TypeScript • Python 3.x • Rust • Dart / Flutter • SQL • Golang

Frontend & Mobile

• Next.js 14/15 • React • React Native / Expo • TypeScript • Tailwind CSS • Vue.js • Angular • Ionic • Flutter

Backend & APIs

• Node.js / Express • FastAPI • Flask • Axum (Rust) • WordPress REST API • WooCommerce Store API • Socket.io • Golang

WordPress Ecosystem

• Plugin Architecture • WooCommerce • Gravity Forms • Elementor • MemberPress • LifterLMS • ACF • Gutenberg Blocks • WP CLI • Freemius • Google Site Kit

SEO & Search

• Google Search Console • Lighthouse CI • Core Web Vitals • robots.txt / sitemaps • noindex / nofollow • OG / meta tags • Keyword tracking

AI & Machine Learning

▪ Anthropic Claude ▪ OpenAI GPT-4 ▪ Moonshot AI (Kimi K2) ▪ LangChain ▪ Pinecone ▪ Whisper ▪ XGBoost ▪ LSTM ▪ RAG Pipelines ▪ MCP Protocol

Data & Databases

▪ MySQL / MariaDB ▪ MongoDB ▪ PostgreSQL ▪ Redis ▪ SQLAlchemy ▪ Mongoose ▪ Google Sheets API ▪ PHPSpreadsheet

Infrastructure & DevOps

▪ Docker ▪ Nginx ▪ Caddy ▪ GitHub Actions ▪ Heroku ▪ Kubernetes-ready ▪ Prometheus metrics ▪ AWS S3 ▪ Firebase

Testing

▪ PHPUnit ▪ Playwright ▪ Vitest ▪ Jest ▪ pytest ▪ Brain Monkey / Mockery ▪ React Testing Library

Selected Projects

TableCrafter WP Plugin	WordPress.org data table plugin with Elementor live preview, virtual scrolling for 10,000+ rows, and WCAG 2.1 AA compliance. Supports Google Sheets, JSON, and CSV sources.
TableCrafter JS Library	Zero-dependency vanilla JS table library on npm, 45KB bundle, framework-agnostic with full WordPress plugin feature parity.
CardCrafter	WordPress.org plugin for JSON-driven card grids. Gutenberg block, masonry and list layouts, dark mode, client-side filtering.
EventCrafter	WordPress.org timeline plugin for roadmaps and company histories. Drag-drop builder, API data source support.
Gravity Tables	Gravity Forms data table plugin with spreadsheet-style editing, bulk operations, role-based access, live column totals, and service-oriented PHP.
WalletPro for WooCommerce	WooCommerce wallet system with store credit, cashback, partial payments, atomic ledger, and Playwright E2E tests.
iSuperCoder Platform	Multi-tenant B2B SaaS: Next.js + Express + Socket.io + MongoDB + Redis + Docker. Real-time communication and project management.
Rust Auth Service	Rust/Axum microservice benchmarked at 270x faster than Node.js. Sub-100ms auth, 1,000+ RPS, OWASP-compliant, 74 tests.
Elementor MCP Plugin	70 MCP tools exposing Elementor to AI agents including Claude and Cursor. Build complete pages from a JSON structure in a single call.
AI Shopping Assistant	WooCommerce chat widget powered by Claude and Kimi K2. Agentic tool use, streaming responses, server-side key management.
WordPress RAG Chatbot	FastAPI + LangChain + Pinecone + GPT-4 for natural-language WordPress hook queries. TDD-first architecture with 80% test coverage.
WP Better SEO Links	WordPress plugin adding rel="nofollow", "sponsored", and "ugc" to the Classic Editor link UI. Google SEO compliance for non-technical editors.
SEO Monitoring Pipeline	Node.js CLI for isupercoder.com: audits meta tags, scores keyword ratios, runs headless Lighthouse, generates Google Search Console-aligned tracking plans.
wp-hide-my-product	WordPress plugin for excluding pages, posts, and CPTs from Google and internal search via noindex directives.
Rakat Counter Native	React Native prayer counter using hybrid accelerometer and audio metering for zero-touch prostration detection across four engineering revisions.
VibeTranScribe	CLI tool: Whisper multilingual transcription to English translation to Claude

	or OpenAI summary. Apple Silicon GPU acceleration.
AI Stock Forecasting	FastAPI ensemble of XGBoost, LSTM, LightGBM, CatBoost, and TFT. Multi-timeframe predictions with confidence intervals and Google Sheets export.
PeerIndex / ViewsFlow	Early career: Drupal/Pligg social platform that became PeerIndex, acquired by Brandwatch in 2015.
Lessonopoly	PHP/CodeIgniter education platform (2008), acquired by and merged into Gooru.org.

Education

Degree	BS in Computer Engineering
Institution	COMSATS Institute of Information Technology, Pakistan
Years	2002 to 2007
Notable	Teaching Assistant in Algorithms and Operating Systems

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