

PROJECT OVERVIEW

Project Title

Fashion eCommerce Website Development for Slider Ltd
Serbia | May 2025 – Jun 2025

Associated With

Slider Ltd | Fashion Retail

Project Objective

To design and develop a modern, responsive eCommerce website using WordPress and WooCommerce, enabling Slider Ltd to sell fashion products online. The project included full integration of secure card payments with Banka Intesa and BEX shipping services for automated shipment tracking.

Project Scope

- Full WooCommerce store setup with 200+ fashion SKUs
- Custom WordPress plugin for Banka Intesa card payments
- Integration with BEX shipping for auto-tracking
- Client manual and training for future content updates
- SEO-friendly architecture and mobile-first design

My Role

WordPress & eCommerce Developer

- Planned and executed entire website lifecycle
- Developed and customized WooCommerce store
- Integrated card payment solution via custom plugin
- Implemented BEX shipping integration
- Trained client on product management and site editing

Key Skills & Tools

WordPress · WooCommerce · PHP · CSS · Banka Intesa API · BEX API · cPanel · Elementor · Figma · Google Analytics · SEO Basics · PDF Documentation

EXECUTION & COLLABORATION

Responsibilities & Contributions

eCommerce Store Development

- Installed and configured WordPress & WooCommerce with a custom child theme
- Designed homepage, category pages, product templates using Elementor
- Set up product variants, SKUs, and promotional pricing rules

Payment Gateway Integration

- Developed a custom WordPress plugin to integrate Banka Intesa's secure card payment system
- Ensured PCI-compliant processing and sandbox/live testing

Shipping Automation

- Integrated BEX shipping system via API for automated shipment tracking and label generation
- Created conditional shipping logic based on customer location

Client Enablement & Documentation

- Delivered a full illustrated PDF manual for editing products, changing prices, and managing orders
- Provided 1:1 client training and post-launch support

OUTCOME & IMPACT

Results Achieved

- Apple Business Essentials successfully deployed across 3 countries
 - Successfully launched a fully functional WooCommerce store within 6 weeks
 - Enabled secure online payments with Banka Intesa integration
 - Automated BEX shipping tracking to reduce manual fulfillment tasks
 - Delivered detailed client manual for long-term autonomy
 - Received positive feedback and retained as ongoing web consultant
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