

ABOUT ME

I specialize in leading teams for crafting and managing high-impact websites for a diverse range of organizations, from startups to enterprise businesses, on time and under-budget. With over 15 years of web development & design experience, I deliver durable solutions for the problems clients care about.

WORK EXPERIENCE

MARKETING WEB DEVELOPER - Solo.io - 2022 – present

- Utilize Adobe Creative Suite and Figma to create new web pages and components, collaborating with marketing and product teams to align content with brand narratives and boost user engagement.
- Developed a sophisticated analytics framework using Google Analytics 4, yielding deep user behavior insights and campaign performance metrics, supported by custom dashboards in Domo and GA4
- Create A/B experiments, utilizing data-driven methods to enhance website and campaign lead performance by tweaking design and copy
- Lead CMS enhancements for dynamic page construction, shifting from static templates.
- Ensure swift stakeholder response and content quality across web platforms.
- Implemented web improvement projects to enhance site architecture and boosted Core Web Vitals scores from below 20 to above 90, improving performance, accessibility, SEO, and responsiveness

SENIOR WORDPRESS DEVELOPER - Fountain City - Sep 2018 – 2022

- **Direct Development & Strategic Leadership & Decision-Making:** Undertook extensive hands-on development, crafting, and refining over 60 client websites. Played a crucial role in strategic planning, influencing technical choices to balance immediate needs with long-term benefits. I supervised and reviewed the work of other developers, ensuring adherence to high-quality standards.
- **Design Collaboration:** Collaborated closely with designers, using initial style guides and homepage designs to independently iterate comprehensive web component layouts and pages. Actively contributed ideas and suggested design modifications, enhancing both functionality and aesthetic quality.
- **Leadership and Modernization:** Spearheaded the modernization of agency best practices and documentation for WordPress development, significantly improving project efficiency and quality.
- **Mentorship and Security:** Mentored junior developers, enhancing team productivity and knowledge. I implemented comprehensive security measures, including automated audits and manual inspections, ensuring robust security for all client websites. I proactively addressed security vulnerabilities by staying updated with industry publications and alerts.

PRINCIPAL WEB DEVELOPER & DESIGNER - Studio K40 - 2008 – present

- Front-end web development: WordPress, HTML/CSS, JavaScript & PHP
- Designed marketing & brand materials across interactive digital & print
- Lead client development, management, training, and documentation
- Worked as sole agent on projects, as well as collaborator with graphic designer partner, and project manager of subcontractors
- Developed comprehensive documentation for website content management and WordPress updates. Conducted thorough training for staff and clients post-project completion

SKILLS

Web Development

PHP | JavaScript/jQuery | HTML5 | CSS/SASS | Web Security | Bootstrap/Foundation | Git Version Control | Gulp/WebPack | Google Analytics | MySQL | Performance Optimization | ADA Compliance & Accessibility | REST APIs | A/B Testing | Search Engine Optimization (SEO) | Google Search Console | E-Commerce | Greensock Animation | Debugging | Code Craftsmanship (DRY, clean, commented, & documented)

WordPress Specific

Custom Theme Development | Custom Plugin Development & Extension | Custom Gutenberg Block Development | Advanced Custom Fields | WooCommerce | Gravity Forms

Design

UI/UX Design & Strategy | Adobe CS Suite (Photoshop, Illustrator, XD, InDesign) | Figma | Graphic Design

Soft Skills

Proposal Development | Project Management | AI Prompt Engineering | Communication | Positivity

EDUCATION

PORTLAND STATE UNIVERSITY

- Bachelor of Arts in Community Development, Minor in Real Estate Development

PERSONAL INTERESTS

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|-------------|------------------|-------------------------------------|
| • Gardening | • Cooking & BBQ | • Running |
| • Parenting | • Urban Planning | • Pre-History |
| • Bicycling | • Hiking | • Parent Journaling |