



Web Designer and Developer

Professional Profile

Proactive and self-motivated **Full Stack Developer** with over 8 years of experience creating and maintaining robust web experiences for a diverse clientele, ranging from international brands and corporations to startups, law firms, and non-profit organizations.

Career Summary

I bring expertise in Full-Stack Development, specializing in the design of custom web user interfaces, templates, strategies, and experiences. I leverage industry-leading tools, agile methodologies, and coding practices to produce high-quality, dynamic, and optimal web applications compatible with any screen, mobile device, and browser. I excel as a solutions expert, addressing various levels of complexity from major issues to minor glitches, while consistently upholding best practices in troubleshooting and debugging code. In addition to my technical proficiency, I possess creative prowess, crafting memorable brands and enhancing identities for both existing and new businesses. My proficiency extends to evaluating and developing content for businesses of all scales, utilizing carefully crafted copy, headlines, and imagery to effectively communicate their goals to consumers.

Areas of Expertise

- Front end Development
- Back end Development
- UI/UX Design
- Mobile/Responsive Design
- Cross Browser Optimization
- Website/App Performance
- Content Management Systems
- Debugging and Testing
- 2D Animation & Visual Effects
- Branding & Identity
- Information Architecture
- Strategy & Planning
- Copywriting & Content Development
- Concepts & Prototyping
- Site Map & Wireframing
- Email Design
- Illustration
- Photography
- Server Administration & Maintenance
- Hosting & DNS Management
- SEO (Search Engine Optimization)
- ADA Compliance
- Web Accessibility
- Quality Control
- Data Analytics & Tracking
- Technical Training & Mentoring
- Videography

Technical Tools

Developmental

- Visual Studio Code
- Terminal/SSH
- GSAP
- Docker
- Lando
- WP Local/MAMP
- Transmit - SFTP/FTP
- PHPMyAdmin
- SequelAce
- Developer Tools

- Okta SSO (Single Sign On)
- AWS (Amazon Web Services)
- Salesforce
- Bitbucket
- Confluence
- MJML
- GitHub/GitGUI
- Browserstack
- Postman
- Webpack

Design

- Figma
- Invision
- Adobe XD
- Photoshop
- Lightroom
- Illustrator
- Google Sites
- After Effects
- Premiere Pro
- DaVinci Resolve

Marketing

- Adobe Creative Suite
- Microsoft Suite
- Google Suite
- Google Search Console
- Google Analytics
- Google Tag manager
- MyEmma/MailChimp
- Constant Contact
- SendInBlue
- Yoast/Moz

Project Management

- JIRA
- Harvest
- Trello
- Smartsheet
- Asana
- Wrike
- Basecamp
- Slack
- Microsoft Teams
- Bugherd

Languages/Frameworks

HTML/CSS • React • React Native • Tailwind • Bootstrap • Foundation • SASS • Javascript
jQuery • Next • Vue • PHP • MySQL • Markdown • Laravel • YAML • JSON • AJAX • Twig
• Liquid

Content Management Systems

WordPress/Gutenberg • Shopify • Statamic • Drupal
Craft • Umbraco • Expression Engine

Skills Overview

- ✓ **Exceptional problem solver** adept at swiftly resolving a variety of technical issues and providing multiple solutions when needed.
- ✓ **Strategic planner and designer** introducing proven building techniques, specializing in detail-oriented design and contribute to the development milestones of programs.
- ✓ **Technical expertise and client relationship management** that excels in bridging the gap between technology and client expectations, fostering strong and collaborative partnerships.
- ✓ **A quick learner and agile developer**, adept at swiftly adapting to new technologies and programming languages, consistently delivering successful projects on time and within budget.

Professional Work History and Responsibility Summaries

WordPress Developer — Planit Advertising, Baltimore MD

Mar - Nov 2023

- Developed custom WordPress sites with a focus on Gutenberg blocks, ensuring seamless integration and user-friendly experiences. Configured development, staging, and production environments while implementing effective pipelines for testing and deploying code between these stages. Leveraged local environment apps for core development and testing, utilizing git and Bitbucket for version control.
- Resolved various server and pipeline issues through troubleshooting efforts. Contributed significantly to the company's website template by creating multiple custom Gutenberg blocks. Actively participated in mandatory development team meetings.
- Demonstrated expertise in crafting custom HTML emailers and animated banners. Conducted monthly maintenance checklists for several websites, collaborating closely with senior developers, designers, and project managers. Performed rigorous quality assurance and bug testing for multiple sites, ensuring optimal functionality. Implemented ADA compliance measures for accessibility across various sites.

Key Achievements: Developed and designed several new sites within a short time frame and launched them on time and on budget.

Director of Interactive Services — Holmes Millet Advertising, Dallas TX

Oct 2015 - Mar 2023

- Primarily designed, developed, and maintained well-functioning, responsive adaptive websites, offering ongoing technical support for agency and client needs. Developed custom themes and templates in various content management systems for both company and client sites.
- Led the interactive department, providing direction, training, and project assignments to a team of developers and collaborated to ensure optimal product delivery. Actively participated in client meetings within and outside of Dallas, TX, as well as mandatory company meetings.
- Responsible for configuring and deploying development, staging, and production servers in house and on client servers while maintaining agency enterprise linux-based dedicated servers and making sure PHP versions, CMS platforms, and code base is up to date on all developmental and production sites.
- Created estimates calculating number of hours that include detailed descriptions for each task on all website-related projects.
- Collaborated with a diverse range of professionals, including creative directors, web developers, content managers, visual designers, 3D animators, VFX artists, agency partners, and clients.
- Managed daily organization of multiple projects, meeting strict deadlines and expectations, while continuously measuring and improving productivity. Designed and executed email marketing campaigns and digital ads for clients.
- Produced and designed high-quality animated videos for various clients and brands in After Effects, Cinema 4D, and DaVinci Resolve.
- Captured video and photography using a Canon 5D Mark IV, Nikon D750 and FPV Drone.

Key Achievements: Redesigned 3 websites for the agency that boosted traffic and clientele. Reached 2x the traffic for Earthx.org after redesigning their website in 2019 to present. Received award for best UI/UX design in 2019-2022. Received web certification for SiteFinity in 2019.

Web Developer — Pixel Clear Designs, Fort Worth TX

Dec 2014 - Jul 2015

- Designed and developed websites primarily on WordPress, PHP, HTML/CSS, and Javascript. Conducted maintenance and troubleshooting, including website and database migration, mobile quality assurance, and successful website launches.
- Specialized in mobile and responsive design, optimization, and integration of WordPress plugins across all sites. Additionally, created logos and developed brands for various customer sites.
- Produced and edited videos for Pixel Clear clients, engaging in collaborative efforts with developers, creative directors, and graphic designers.
- Took on a mentoring role for new creative recruits, conducting performance evaluations. Executed photography and on-location photo shoots. Actively participated in meetings with both new and existing Pixel Clear clients.
- Provided WordPress usability training for clients and maintained a customer service call desk.

Network Systems Administrator — Ross and Matthews Law Firm, Fort Worth TX

Apr 2013 - Dec 2014

- Resolved and executed all incoming help-desk tickets, specializing in repairs on Microsoft workstations. Administered and networked with all Microsoft workstations and servers, managing a network of 80+ thin client computers connecting to IBM terminals and 100+ Windows XP and Windows 7 Pro workstations. Oversaw Active Directory and Microsoft Exchange responsibilities, including user account and password management, while also maintaining a customer service call desk.
- Conducted maintenance and repairs, including troubleshooting and resolving issues, on Hewlett Packard Printers and Xerox machines. Facilitated company video conference calls using Citrix GoToMeeting or Zoom. Actively participated in mandatory IT meetings for monthly help desk reviews.

Education

The Art Institute of Fort Worth

Bachelors Degree of Fine Arts in Web Design & Interactive Media

Graduation Date: September, 2014

- Award for Best Portfolio in Web Design Division
- Deans Honor Roll

Awards and Certifications

- Best UI/UX Design Agencies in Dallas - 2019 - 2022
- Progress SiteFinity Developer Certificate - 2019