

## WordPress & Front-End Developer

### Delivering Responsive, Accessible WordPress and Front-End Solutions that Enhance User and Editor Experience

Front-end developer specializing in responsive, accessible websites. Experienced in crafting custom themes, clean and consistent UI, multilingual / multisite setups, and intuitive content editing systems. Strong collaborator focused on clear, maintainable interfaces and high-quality user experiences for visitors and content editors.

**WordPress Development | Responsive Web Design | User Experience (UX) | Content Management Systems (CMS) SEO & Analytics; Google Analytics, SEO Best Practices | Web Accessibility; WCAG 2.1 AA**

## Technical Skills

**Front-End Development:** (HTML5, CSS / SASS / Tailwind)  
**Programming Languages:** (JavaScript / jQuery, PHP)  
**Version Control:** (Git, GitHub / Bitbucket)

## Professional Experience

SKIPTHEDISHES, Winnipeg, MB

2018 - 2025

### WordPress Developer

Collaborated with designers, product managers, developers, and content owners to create, implement, and maintain WordPress solutions for internal and external sites. Supported user-centered design, accessibility best practices, and streamlined content workflows.

#### WordPress Development and Site Delivery

- Built custom WordPress themes and reusable front-end components, improving UI consistency and reducing development time for new site rollouts 20%.
- Delivered custom internal WordPress site in 1 week alongside back-end developer, 75% faster than typical website turnaround.
- Designed intuitive editing experiences using Advanced Custom Fields, enabling non-technical teams to update structured content independently and reducing support requests 40%.

#### Front-End Enhancements and Efficiency

- Converted legacy SASS themes to Tailwind CSS, standardizing styling and decreasing theme maintenance overhead 25% across multiple properties.
- Developed WordPress login enhancement plugin that streamlined Single Sign On (SSO) usage and hid non-SSO option, reducing recurring user login confusion 95%.
- Created jQuery-powered Wordle-style game integrated with Google Sheets, enabling non-technical staff to independently update daily words and increasing intranet engagement.

#### Accessibility and Cost Optimization

- Performed WCAG 2.1 AA accessibility assessments, delivering actionable recommendations that improved usability and compliance across digital properties.
- Replaced costly SSO plugin with vetted free alternative, eliminating \$5K USD per year in licensing expenses while maintaining functionality.

CERIDIAN CANADA LTD, Winnipeg, MB

2009 - 2018

### **Web Designer and Developer**

Collaborated with graphic designers, product managers, marketing specialists, and copywriters to create, implement, and maintain responsive and compelling website designs, WordPress themes, individual landing pages, and various web-based assets.

### **Web and WordPress Development**

- Built and managed 2 multi-site WordPress networks, creating parent / child themes with custom features, including bilingual support.
- Redesigned 300-page bilingual website, coding CSS and Dreamweaver templates to ensure scalable, maintainable structure.
- Configured dynamic WordPress sidebar promo plugin, empowering non-technical staff to create campaigns including Eloqua forms without coding.

### **Front-End Enhancements and Interactive Features**

- Implemented RSS-to-JSON event / news feeds and jQuery rendering, keeping static HTML pages current and engaging.
- Developed interactive registration forms with jQuery and PHP, adding conditional logic, dynamic fields, and automated confirmations to streamline user experience.
- Applied user-centered design and analytics to optimize layouts, improving usability and driving actionable design decisions.

### **Accessibility and Recognition**

- Conducted accessibility and usability audits, delivering recommendations that enhanced compliance and overall user experience.
- Led development and design of Ceridian.ca, earning multiple WebAwards (2010, 2012, 2014, 2016) for excellence in web design.

## **Education**

- Certificate, Web Design, Manitoba Institute of Trades and Technology, Winnipeg, MB