

# Professional Summary

 Richmond, VA  
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 jivygraphics.com  
 jivygraphics

Seasoned Web CMS Developer with over 20 years of experience designing, building, and maintaining dynamic, user-centric websites and web applications. Accomplished front-end and back-end developer with deep expertise in WordPress customization (themes, plugins, custom post types, performance optimizations). Skilled at working in Agile teams, translating business requirements into scalable technical solutions, optimizing performance, and ensuring strong user experience and SEO best practices. Always eager to adopt new technologies and deliver high-quality digital products. Committed to listening and collaborating with clients to understand their vision and transform it into creative solutions that exceed expectations.

# Professional Experience

## Technical

### Languages/Markup

HTML5, CSS3 / SCSS / Sass, JavaScript (ES6+), PHP, SQL, Timber/Twig, Mustache, Blade

### Frameworks/Libraries

jQuery, Vue.js, RESTful APIs, Laravel, React.js, Vite.js, Nuxt.js

### CMS Platforms

WordPress (custom themes, plugins, WP REST API), WooCommerce, Drupal 7/8/9

### DevOps

Git/GitHub/Bitbucket, npm/Yarn, Docker, Webpack/Gulp, Ruby, Composer, DDEV, Lando, Orbstack

### Hosting/Servers

AWS, cPanel, SSH, FTP/SFTP, Apache/Nginx, VPS, CI/CD pipelines, Pantheon, Netlify

### Senior Web Developer

COLAB – Richmond, VA

Aug 2019 – Sep 2025 · 6 yr 2 mos

#### Responsibilities & Focus Areas:

- Led WordPress and custom CMS development projects, implementing scalable solutions for enterprise clients
- Collaborated with project managers and designers to deliver high-quality web applications on time
- Optimized websites for performance, SEO, and accessibility standards
- Provided mentorship and technical guidance to junior developers
- Developed many custom themes and plugins to meet specific client requirements
- Improved website performance metrics (PageSpeed/Lighthouse) scores above 90

### Designer/Developer

HeliumStudio – Richmond, VA

Jul 2013 – Aug 2019 · 6 yr 2 mos

#### Responsibilities & Focus Areas:

- Translated visual designs into responsive, cross-browser front-end code
- Built interactive UI components with HTML, CSS, JavaScript, and jQuery
- Collaborated closely with back-end developers to integrate CMS functionality
- Conducted browser and device testing for quality assurance
- Introduced modular CSS/JS practices to streamline workflow

### Designer/Developer

Key Web Concepts – Chesterfield, VA

(Promoted to Creative Director in 2012)

Dec 2009 – Jun 2013 · 3 yr 7 mos

#### Responsibilities & Focus Areas:

- Managed and mentored a small creative team producing branding and digital assets
- Served as resident UX Developer for client websites and applications
- Balanced creative direction with hands-on development and project execution
- Collaborated with clients to define brand strategy and digital presence

### Owner/Operator

JivyGraphics – Chesterfield, VA

2004 – Present · 20+ yrs

#### Responsibilities & Focus Areas:

- Providing freelance and contract design/development services
- Specializing in WordPress site builds, branding, and identity design
- Managing all aspects of client engagement: discovery, design, development, launch, and support

## Awards

### Richmond Ad Show

Best in Show (2014) for Vibralign Machine site (Designer/Developer)

Bronze (2019) Center of the Universe Brewing Company (Developer)

Bronze (2019) Petersburg Regional Tourism (Designer/Developer)

Bronze (2021) RevYourBev (Supporting Developer)

Silver (2023) Luck Companies 100 years (Developer)

Bronze (2024) Sportsbackers (Supporting Developer)

# Projects & Portfolio Highlights



## Specright

<https://www.specright.com>

MVC WordPress (Block Editor) Build, Custom Theme, Custom Plugin for migration from Webflow

- **Role:** Lead Developer
- **Tech Stack:** WordPress, Modern PHP, Javascript, SASS, REST API, Timber/Twig
- **Key Outcomes:**
  - Increased performance 41 → 93 via Lighthouse
  - Refined and streamlined editing experience for key stakeholders

## Ukrop's Homestyle Foods

<https://ukropshomestylefoods.com>

MVC WordPress (Block Editor Build) Ecommerce powered by WooCommerce with complex custom checkout business logic

- **Role:** Lead Developer
- **Tech Stack:** WordPress, Modern PHP, Javascript, WooCommerce, SASS, REST API, Timber/Twig
- **Key Outcomes:**
  - Replatformed outdated WordPress system to a new MVC system with a new design
  - Significantly increased online sales and performance

## Luck Companies - 100 years

<https://www.luckcompanies100.com>

Nuxt.js and Vue.js build to commemorate 100 years of Luck Stone

- **Role:** Primary Developer
- **Tech Stack:** Nuxt.js, Vue.js, Lottie.js, Netlify
- **Key Outcomes:**
  - Created an unique user experience for the 100th year of Luck Companies
  - Built an interactive timeline that engaged users

## SportsBackers

<https://sportsbackers.org>

MVC WordPress (Block Editor Build) and robust class booking system

- **Role:** Supporting Developer
- **Tech Stack:** WordPress, Modern PHP, Javascript, SASS, REST API, Timber/Twig, The Events Calendar
- **Key Outcomes:**
  - Significantly increased traffic and conversion rates
  - Added a new booking system customized for users to login, view schedules, and register for new classes on-site

## NC Lottery

<https://nclottery-cash5.netlify.app>

Interactive game demos for NC Lottery build in Vue.js

- **Role:** Supporting Developer
- **Tech Stack:** Vue.js, Netlify
- **Key Outcomes:**
  - Built mobile-friendly interactive demos for Cash5, Pick4, and Pick3 Games
  - Used unique animations and integrated motion graphics to create a fun game-like experience

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 [jivygraphics](https://github.com/jivygraphics)

## Education

**B.F.A, Graphic Design**

2004 - 2009

**Radford University** – Radford, VA

- Founding President, Graphic Design Guild of Radford University

## Skills

Strong problem-solving and debugging skills

Excellent communication with both technical and non-technical stakeholders

Ability to manage multiple projects and deadlines

Attention to detail, quality assurance, and UX-focused thinking

Passion for staying current with industry trends and new technologies

Working with Automatic during WordCamps to improve WordPress core