

# Professional Summary

📍 Richmond, VA

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Senior Web Developer with 20+ years of experience designing, developing, and maintaining custom WordPress, WooCommerce, and enterprise CMS solutions. Experienced in leading projects from discovery through launch, building scalable themes, plugins, and modern block-based editing experiences while delivering high-performance, accessible, and SEO-friendly websites. Adept at collaborating with designers, project managers, and stakeholders to translate business goals into intuitive digital experiences that are both technically sound and easy to maintain. Passionate about clean code, continuous learning, and leveraging emerging technologies to build reliable, user-focused web solutions.

# Professional Experience

## 🧠 Technical

### Languages/Markup

HTML5, CSS3 / SCSS, JavaScript (ES6+), PHP, SQL

### Frameworks/Libraries

Vue, Nuxt, React, Laravel

### WordPress

Custom Themes, Custom Plugins, Gutenberg Block Development, ACF Pro, WooCommerce, REST API, WP Engine, Pantheon, Multisite

### DevOps

Docker, Composer, DDEV, Lando, GitHub Actions, CI/CD

### Accessibility

WCAG 2.1 AA, Keyboard Navigation, ARIA, Semantic HTML, Screen Reader Testing

### AI

AI-assisted development workflows (Claude Code, ChatGPT, Cursor, GitHub Copilot)

## 📁 Notable Clients

Luck Companies  
Sports Backers  
Virginia/NC Lottery  
Ukrop's  
Reputation.com  
SouthEast Bank  
Hot97 FM  
Virginia Institutions  
National Nonprofits

### 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

### 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

# Selected Projects



## Vegan.org

<https://vegan.org>

Completely redesign and rebuild of the national nonprofit Vegan Action core website. Migrating from a page builder plugin to Gutenberg.

- **Role:** Sole Designer/Developer
- **Tech Stack:** Figma, WordPress, Block Editor Customization, WP Engine
- **Key Outcomes:**
  - Improved Lighthouse performance and overall site speed.
  - Enhanced the Vegan Certification application process with improved forms and documentation.

## 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 (129%) 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

## 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

## 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)

Silver (2023) Luck Companies 100 years (Developer)

Bronze (2024) Sportsbackers (Supporting Developer)