

Jason McGuiness

Wordpress

Developer/Designer

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Professional Summary

Skilled and innovative designer/developer with extensive experience in project management for large global businesses with over \$1 billion combined yearly revenue, to smaller independent startups. Standard practices and SEO efforts leading to 10-25% increase in traffic YOY. Committed to providing exceptional customer service, from initial client consultations to post-launch website maintenance.

Work Experience

Limaia Paris • 03/2023 - Present

Designer/Developer (Wordpress/WooCommerce) • Paris, Île-de-France, France

- Orchestrated a website rebrand, redesign, and relaunch, increasing retail outlets from 20 to over 75 within one year. Resulted in a significant global market presence and brand image elevation for Limaia Paris.
- Implemented online catalog and lead capture form, contributing to a 275%+ growth in website traffic and new vendor form submissions, without traditional paid marketing.
- Implemented a custom framework using HTML, CSS and JS. Modified PHP to create "wholesaler" functions to retailer platform (WooCommerce)

Touchstone Communities LLC • 06/2020 - 04/2024

Wordpress Developer - Park Circle Life • Vista, California, United States

- Developed and implemented a custom Wordpress theme for the Park Circle homes development project, resulting in over 300 homes being sold within 2 years, driving higher interest and investment in the development.
- Coded a custom site from scratch using Bootstrap CSS/JS and achieved a successful sellout of all available homes by transforming 10+ PSD designs into a responsive WordPress site. Included a custom admin backend using Advanced Custom Fields for client ease of use.
- Integrated multiple APIs into mobile-first design, programming and styling the raw data according to style guides and client requirements.

Stanadyne LLC • 05/2017 - 10/2023

Visual Designer / Wordpress Developer • San Diego, California, United States

- Redesigned and rebranded the previous Wordpress site to it's modern stage. Prepared website proposals to present to stakeholders. Provided technical support to clients. Modified a custom theme using HTML and CSS, PHP & JS for a site with 10,000 monthly users.
- Collaborated with the marketing team to improve SEO scores, resulting in a 10%-25% boost in website traffic (YOY) and achievement of crucial marketing goals.

- Led the transformation of the Dealer Portal web app, which involved managing and designing a complex system. Mainly built with custom PHP, and integrated custom admin panel. This included information architecture, user interface design, wireframing with Figma, and high-fidelity mockups using Photoshop and Illustrator.

Hofbräuhaus of America - Beer Import • 08/2020 - 08/2022
Visual Designer - Wordpress Developer • Greater San Diego Area

- Led a transformative initiative to rebrand Hofbrau Beer's USA import business, a historic brewery, and spearheaded a modernized web design and development strategy.
- Streamlined product search process by implementing Javascript API calls to distribution network, resulting in an increase in product discovery and improved customer satisfaction.
- Modified Enfold theme to match mockups to the pixel. Developed using custom HTML, CSS, and PHP.

RICARDO UK LIMITED • 03/2020 - 10/2020

**Visual Designer - Corporate Rebranding •
San Diego County, California, United States**

- Contributed to the corporate rebranding and visual design initiatives for the USA branch of Ricardo Limited UK, collaborating closely with leadership to align with brand guidelines. Played a pivotal role in the design of the new website design and layout for the USA branch of the company.

Education

AA in Graphic Design

Los Angeles City College

Certifications

Google Online Marketing Fundamentals • 06/2018 - Present

Creative Direction • 05/2023 - 08/2023

Conde Naste College Of Fashion & Design

Skills

ACF, API Development, CSS, Custom Themes, E-Commerce, Figma (Software), HTML, Javascript, PHP, Project Management, PSD to Wordpress, Responsive Web Design, User Experience (UX), Web Design, Web Development, Wordpress Development