

# D'André Phillips

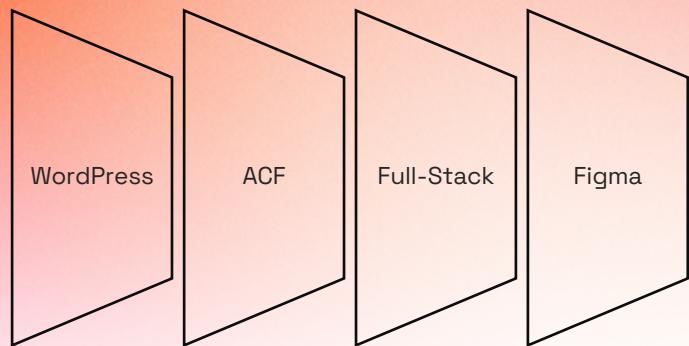
WEB DEVELOPER | WORDPRESS &  
MODERN FRONT-END SPECIALIST

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## Professional Summary

Creative WordPress Developer with 9+ years of turning ideas into fast, polished, user-loving digital experiences. I build and maintain custom WordPress solutions - Themes, Blocks, Multisite and Headless - with a blend of clean development, sharp UI instincts and performance-first thinking. I specialise in modern front-end workflows and love shaping designs into slick, intuitive interfaces. Whether it's a multi-language platform, a Landing Page, or a High-traffic Marketing site, I focus on experiences that feel smooth, load fast and look beautiful.

I care about details, craft, and creating contemporary websites that leave a lasting impression which aren't just functional, but memorable.

## Core Skills & Technologies

Coding Skills	Advanced – HTML5, CSS/SCSS Intermediate – JavaScript ES6+, PHP, SQL, JSON Basic – Vue.JS, Nuxt.JS, API's Learning – TypeScript, Laravel, TailWind CSS
Frameworks & Libraries	Bootstrap 5, Tailwind CSS, React.js, Vue.js, Nuxt.js
Content Management Systems	WordPress, Shopify, HubSpot, Strapi
WordPress Plugins	ACF (including Pro), Ninja Forms, Yoast SEO, WooCommerce, WP-CLI
IDE's & Environments	Visual Studio Code, PHPStorm, WebStorm, Sublime Text, Atom, Brackets, Notepad++, LocalWP, MAMP, XAMPP
Browser Development Tools	Chrome Dev Tools, Firefox Developer, Safari Web Inspector, Vivaldi Dev Tools
Hosting & Development	WPEngine, Flywheel, Netlify, Google Cloud Platform (including Google Analytics), AWS (S3), Heroku, Postman API
Version Control & CLI	Git, GitHub, Bitbucket, Node.js, NPM, Gulp, Grunt, Webpack
Design	Figma (including Dev Mode), Adobe XD, Adobe Photoshop, Sketch
Office Suites	Microsoft – Word, Excel, PowerPoint, Access Apple – Pages, Numbers, Keynote
Project Management	Trello, Jira, Asana, Zoho Desk, DoneDone, Avaza, Timetastic
Operating Systems	Desktop – Mac, Windows, Linux Tablet/Mobile – iOS

## Professional Experience

### WordPress Developer – Ohme EV | August 2024 – November 2025

- Led multi-region, multi-lingual WordPress development and optimisation on WP Engine, improving uptime, scalability, and performance for international markets, whilst making it easier for stakeholders across varying markets to create and maintain content through custom solutions developed for the CMS platform.
- Developed, maintained and futureproofed a custom Help Centre platform enabling partner teams to self-manage content, reducing internal support tickets by a large margin and improving documentation consistency.
- Developed, maintained and upscaled Custom Gutenberg blocks and page templates with ACF Pro in response to stakeholder requests to extend the functionality of the existing site.
- Collaborated with stakeholders during regular team meetings to provide updates on website developments and gather feedback.
- Integrated Ninja Forms with Odoo and collaborated with Data teams to streamline workflows and improve lead capture accuracy.
- Standardised request handling via Jira-based cross-department workflow, improving clarity and turnaround times for ad-hoc requests.

### WordPress Developer – ONQOR | May 2023 – August 2024

- Built and delivered pixel-perfect WordPress builds from Figma with ACF Pro, maintaining brand consistency and optimised Lighthouse performance scores on behalf of a B-Corp Creative Agency.
- Maintained and assisted with the upkeep of ONQOR's Headless WordPress Website with Strapi.
- Closely worked with the dedicated design team to gain further insight into Web Design through training sessions.
- Self-taught and built custom Vue.js and Nuxt.js applications during quiet business periods to enhance my skillset as a developer.
- Performed debugging, optimisation, and refactoring efforts for legacy builds, reducing client-reported issues.
- Completed self-directed projects to upskill in modern frameworks and full-stack development during quiet business periods with StrapiNuxt.js

### Help Desk Web Developer – Ignite Hospitality | June 2022 – April 2023

- Delivered fast-turnaround WordPress support for 10+ hospitality clients, from minor UI fixes to full template redesigns using Zoho Desk. All tasks were resolved in order of priority.
- Built promotional landing pages for clients at their request.
- Used Gulp and Node.js for automated asset optimisation and workflow improvements.
- Provided technical enhancements for SEO, performance, and accessibility improvements.
- Closely collaborated with Project Managers to streamline ticket handling, reducing resolution times.

### Front-End Developer – Civica Election Services | July 2021 – June 2022

- Developed and maintained secure, accessible front-end interfaces for public-sector clients to their specification.
- Collaborated with Project Managers and dedicated Proofing Teams to deliver client sites on schedule.

### Progeny Wealth – Website Co-Ordinator | October 2020 – May 2021

- Developed and managed updates for the organization's corporate WordPress platform and assisted with full branding refresh across digital assets.
- Designed and built HubSpot marketing newsletters and landing pages.

- Supported marketing with on-brand content updates and light design work, including producing design mock-ups on Adobe XD and providing voiceovers for insightful explainer videos for use across their Social Media platforms.

#### **Junior Web Developer – Black Spark Media | March 2018 – October 2020**

- Owned a portfolio of 3-4 high-traffic gaming websites, improving speed, stability, SEO, and UX; designed HubSpot marketing newsletters and landing pages.
- Key contributor to the launch of the ‘Lazerlight Bingo’ brand, from planning and design alignment to front-end development and post-launch optimisation.
- Modernised front-end stack by migrating Bootstrap 3 to 4 and implementing scalable, maintainable component structures.
- Delivered high-conversion promotional landing pages in collaboration with the lead designer, enhancing player acquisition and conversions.
- Increased team efficiency via reusable front-end patterns, documentation, and workflow improvements.
- Upskilled through advanced JavaScript training, applying modern techniques to enhance interactivity and performance.

#### **Freelance Web Developer & Consultant | September 2016 – Present**

- Delivered bespoke WordPress websites for SMEs and agencies, specialising in performance optimisation, SEO improvements, and scalable custom functionality.
- Designed and built small-scale headless and API-driven applications for clients modernising beyond traditional WordPress setups.
- Migrated websites, improved Core Web Vitals, and conducted audits to resolve security, performance, and UX issues.
- Advised clients on digital strategy, branding, and technical architecture for long-term maintainability.

#### **Earlier Roles, Voluntary Work & Apprenticeships | 2014 – 2017\***

IT & Web Lead – Project: Empower | December 2018 – December 2022

Web Developer Apprentice – FX Digital | April 2016 – April 2017

Web Apprentice – Blighty Group | August 2014 – September 2014

\*Additional information regarding these positions can be provided upon request.

### **Additional Non-Industry Experience**

#### **Customer Engagement Team Supervisor – The FA | August 2015 – Present**

Delivered exceptional guest experiences at Wembley Stadium, providing guidance, accessibility assistance, and support for premium members in Club Wembley. Promoted to Supervisor in May 2021, coordinating shifts, managing workflows, and ensuring smooth operations during high-profile events while maintaining a professional and approachable presence.

#### **Event Steward – Security Man Limited | March 2017 – July 2018**

Supported major public events across London, managing crowd safety, traffic, and event operations. Engaged directly with attendees, communicated instructions clearly, and ensured compliance with security protocols in fast-paced, high-pressure environments.

#### **Brand Ambassador – StreetPR UK Limited | August 2015 – September 2018**

Represented multiple brands at corporate and hospitality events, delivering front-of-house support and guest engagement. Adapted to diverse client needs and event environments, consistently upholding a professional and approachable standard.

## Further Education & Training

QA Apprenticeships (2016 – 2018)

City & Guilds Level 3 in Software Development - Pass

City of Westminster College (2013 – 2015)

ICT BTEC Level 3 Extended Diploma for IT Practitioners – D\*D\*D grade

## Optional Interests

UX/UI Design & Development, Forex, Tech Innovations, Buses, Cars & Trains