

D'André Phillips

SENIOR WEB & WORDPRESS DEVELOPER

Based in London, United Kingdom

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Professional Summary

Senior WordPress Engineer / Web Developer with ~10 years' experience delivering design-led, performance-focused WordPress platforms across agencies, in-house teams, and freelance. Strong in ACF Pro + Gutenberg block development, custom themes, scalable content models (CPTs/taxonomies), and integrations (REST APIs/webhooks). Comfortable owning delivery end-to-end: translating Figma into maintainable front-end, optimising Core Web Vitals, and troubleshooting production issues across staging/live environments.

Core Skills

WordPress Engineering: ACF Pro, Gutenberg block development, Custom themes/templates, Plugin development, Multisite, WP-CLI, WooCommerce, Template hierarchy, Yoast SEO

Content Modelling & Discovery: CPTs & taxonomies (CPT UI), Advanced querying, Search & Filter custom logic, Related content strategy

Languages & Data: PHP, JavaScript (ES6+), HTML5, CSS/SCSS, SQL

Front-End Engineering: Responsive UI, Accessibility, Performance (Core Web Vitals/Lighthouse), Bootstrap 5, Tailwind CSS, Interactive UI patterns, BEM (CSS Architecture & Naming conventions)

APIs & Integrations: REST APIs, Webhooks, Ninja Forms, Data/system integrations (e.g., Odoo)

Tooling & Delivery: Git (GitHub/Bitbucket), Node.js & NPM, Gulp, Webpack, Postman, Chrome/Firefox DevTools, CI/CD (GitHub Actions)

Hosting & Operations: WP Engine, Netlify, Google Cloud Platform (incl. Analytics), AWS S3, cPanel, FileZilla, Migration/URL rewrite workflows

Design: Figma (including Dev Mode), Adobe XD, Adobe Photoshop, Adobe Illustrator, Sketch

Project Management: Jira, Trello, Asana, Zoho Desk, Avaza, Timetastic

Professional Experience

WordPress Developer — Ohme EV August 2024 – November 2025

- Led multi-region, multi-lingual WordPress engineering on WP Engine across 11 (growing to 13) locales, improving performance and scalability for international markets.
- Maintained Lighthouse 80+ and optimised Core Web Vitals through caching strategies, image optimisation and code optimisation.
- Built and evolved a custom Help Centre platform enabling partner teams to self-manage content and improve documentation consistency.

- Developed and scaled custom Gutenberg blocks and page templates using ACF Pro to meet stakeholder needs.
- Integrated Ninja Forms with Odoo and partnered with data teams to streamline workflows and improve lead capture accuracy.
- Standardised request handling via a Jira-based workflow, improving clarity and turnaround times.
- Used modern tooling and code review practices to improve delivery speed and reduce regressions.

WordPress Developer — ONQOR (B-Corp Creative Agency) May 2023 – August 2024

- Delivered pixel-perfect WordPress builds from Figma using ACF Pro, maintaining brand consistency and strong Lighthouse scores.
- Maintained and supported headless WordPress components alongside Strapi-based systems.
- Debugged, optimised and refactored legacy builds to reduce client-reported issues and improve maintainability.
- Self-taught and built Vue.js and Nuxt.js apps to expand modern front-end capability during quieter periods.

Help Desk Web Developer — Ignite Hospitality June 2022 – April 2023

- Owned support queue for 10+ hospitality clients (UI fixes, template redesigns, landing pages).
- Improved SEO metrics, performance and accessibility across client websites.
- Used Gulp and Node.js to automate asset optimization and improve workflow efficiency.

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

- Developed and maintained secure, accessible front-end interfaces for public-sector clients.
- Collaborated with project managers and proofing teams to deliver client sites on schedule.

Website Co-Ordinator — Progeny Wealth October 2020 – May 2021

- Managed updates for the organization's corporate WordPress platform and supported a branding refresh.
- Designed and built HubSpot marketing newsletters and landing pages.

Junior Web Developer — Black Spark Media March 2018 – October 2020

- Owned a portfolio of high-traffic gaming websites, improving speed, stability, SEO and UX.
- Contributed to the launch of the Lazerlight Bingo brand from planning through development and post-launch optimisation.
- Automated tedious, repeatable tasks via CLI tooling
- Modernised the front-end stack (Bootstrap 3→4) and introduced scalable component structures.

Freelance Web Designer, Developer & Consultant September 2016 – Present

- Delivered bespoke WordPress sites for SMEs and agencies, specialising in performance, SEO and scalable custom functionality.
- Migrated websites, improved Core Web Vitals, and conducted audits to resolve security, performance and UX issues.
- Engineered custom, bespoke WordPress plugins
- Advised clients on digital strategy, branding and technical architecture for long-term maintainability.

Earlier Roles, Voluntary Work & Apprenticeships 2014 – 2022

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

*Further information regarding these positions can be provided upon request.

Further Education & Training

City & Guilds Level 3 in Software Development — QA Apprenticeships (2016–2018)

ICT BTEC Level 3 Extended Diploma (D*D*D) — City of Westminster College (2013–2015)

Interests

UX/UI Design, Tech innovation, fitness, buses/transport design, cars & trains.