



# MICHAEL A. PRADIA

WEB DESIGNER & DEVELOPER

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## ABOUT ME

With over 6 years of experience as a Web Developer, I focus on creating scalable, high-performance websites that emphasize functionality and seamless user interaction. Skilled in WordPress, Shopify, and WooCommerce, I deliver tailored, efficient solutions that meet client objectives. Dedicated to staying ahead of development trends, I ensure each project adheres to the latest industry standards for sustainable success.

## CONTACT

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## EDUCATION

Bachelor of Science

**AMA Computer Learning Center College**

2010 - 2014

Mandaue City, Cebu

## LINKS

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## REFERENCE

**Jecris Dignaran**  
**Wordjack Media**

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**Vergel Melendres Epe**  
**WebPixelPro**

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## EXPERIENCE

### Web Developer

*The James Agency*

*(May 2023 - Present)*

- Transform Figma designs into fully functional WordPress pages, ensuring cross-browser compatibility, responsiveness, and W3C-compliant code with ADA accessibility.
- Develop and maintain custom WordPress pages using popular themes (Divi, Beaver Builder, WPBakery, Elementor) to meet client specifications.
- Optimize user experience by implementing and managing custom fields, streamlining content editing, and improving data organization with Advanced Custom Fields (ACF).
- Perform ongoing WordPress site maintenance and modifications, ensuring alignment with client requirements and maximizing functionality.
- Enhance website performance by implementing image compression, caching, minification, and server-side optimizations to improve page load speed and user experience.
- Manage and customize eCommerce platforms (WooCommerce, Shopify), ensuring smooth interfaces, attractive designs, secure transactions, and compelling content.
- Translate Figma designs into responsive websites using Webflow or Bootstrap, ensuring dynamic user interaction and visually appealing layouts.
- Design email templates for Mailchimp and Redeye based on Figma designs, ensuring brand consistency and engagement.

# SKILLS

## Web Development

- WordPress Development & Design
- PSD/Figma to WordPress
- Cross-Browser Compatibility
- Responsive Web Design
- Clean HTML5 & CSS3 Coding
- SASS, Bootstrap, Tailwind CSS
- JavaScript (Vanilla JS, jQuery, GSAP, Three.js)
- PHP, AJAX, REST API
- OOP (Object-Oriented Programming)
- MySQL, SQL Server

## Content Management & eCommerce:

- WordPress Themes: Divi, Elementor, Beaver Builder, WPBakery
- Advanced Custom Fields (ACF)
- WooCommerce, Shopify Liquid
- Webflow

## UI/UX Design & Tools:

- UI/UX Design
- Figma, Figma Motion, Photoshop, Illustrator, SVG

## Application Development & Version Control

- Git, GitHub
- Chrome Extension Development
- Python (Learning for Application Development, Scripting, Automation)

## Email Marketing & Automation:

- Brevo, Mailchimp, Redeye

## SEO & Analytics:

- SEO (Yoast, All-in-One-SEO)
- Google Analytics, Google Webmaster Tools

## Performance, Security & Cloud:

- ADA Compatibility, Cloudflare
- WP Engine, Oracle Cloud
- Domain Name Registration, cPanel, Hestia, aaPanel

## WordPress Specialist

*Wordjack Media*

*(Sep 2018 - June 2023)*

- Transform PSDs/Figma into a captivating WordPress homepage with cross-browser compatibility, responsiveness, and W3C validation.
- Create custom WordPress homepage using Divi, BeaverBuilder, WPBakery, or Elementor themes, Develop custom WordPress homepages using Divi, BeaverBuilder, WPBakery, or Elementor themes, integrating advanced custom fields for streamlined content management.
- Built user-friendly eCommerce sites on WooCommerce and Shopify, prioritizing seamless transactions and appealing designs.
- Implemented client-driven modifications and maintenance tasks for WordPress websites.
- Developed custom post types and plugins to deliver tailored solutions for clients' unique requirements on WordPress websites.

## IT Staff

*Aspac Rural Bank Inc. (April 2015 - Aug 2018)*

- Incharge of the company's computer maintenance, troubleshooting system and network problems.
- Diagnose and solve hardware or software fault.
- Monitoring and maintaining computer systems and networks.

## Web Developer

*ICTNED Philippines (June 2014 - April 2015)*

- Developed and maintained eCommerce website using jQuery and Codeigniter framework.
- Participates in discussions with clients to clarify what they want and provides technical support.
- Developed a WordPress plugin.
- Developed WordPress website and design requests from our clients using Divi theme.
- Promoting, configuring, and checking the SEO status of the company's website including the client's website.