

Colleen Mayer

Senior Front-End Web Developer | WordPress & E-commerce

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ABOUT

Senior front-end developer with 10 years of experience building custom WordPress themes, plugins, and e-commerce experiences for agencies and their clients. Leads front-end work on brand campaigns and site launches, and builds interactive data maps for policy organizations. Skilled at turning Figma designs into fast, accessible, maintainable sites, and works closely with designers, in-house developers, and IT teams to deliver them.

EXPERIENCE

Senior Web Developer

Jan 2022 – Present

Aardvark Brigade | Somerville, NJ (Remote)

- Led front-end development for Bella+Canvas's recent site updates, including a new homepage that cut Largest Contentful Paint from 20s to 1.87s, campaign pages, and a restructured new-user sign-up flow, working alongside their in-house developers.
- Led front-end development of cabi's (cabionline.com) seasonal sitewide campaigns and promotional drops from Fall 2022 to Fall 2025, working closely with cabi's IT team.
- Led development of custom WordPress themes for independent schools, including Grace Church School, Speyer School, the International School of Los Angeles (LILA), and Girard College.
- Built the Guttmacher Institute's interactive custom-SVG abortion policy map, letting visitors explore and compare state-by-state policies; later refreshed it with new abortion data for every state. It's one of the site's most popular pages.
- Developed a custom WordPress plugin for the National Health Law Program's Doula Medicaid Project map, using custom Gutenberg blocks and live data pulled from a public Google Sheet so staff can update the map without a developer.
- Built static sites with 11ty, including one using Directus as a headless CMS, with automated deployments through GitHub Actions.
- Handle site migrations, plugin configuration, and client-specific customizations; join client calls as needed to scope and explain technical work.

Senior Web Developer

Feb 2017 – Dec 2021

Kickcharge Creative | Washington, NJ

- Built and maintained Framework, the agency's WordPress starter theme used for 60+ client websites; a new site on Framework took under 10 hours of development time.
- Developed complex custom WordPress templates for 20+ HVAC, plumbing, and other home-service companies.
- Improved page speed on 80+ websites by optimizing images, reducing resource requests, and configuring server caching.

Full Stack Web Developer

Jun 2016 – Feb 2017

IntuitSolutions | Philadelphia, PA

- Developed and maintained BigCommerce storefronts and their companion WordPress blogs for multiple e-commerce clients.
- Worked with the SEO team on site improvements that increased sales for several clients.
- Built custom e-commerce features, including a separate product page for each color variation.

SKILLS

Front-end: HTML, CSS, Sass/SCSS, JavaScript, jQuery, React, Vue.js, SVG, responsive design

WordPress: Custom themes, custom plugins, Gutenberg block development, ACF, PHP, REST APIs

Platforms & tools: 11ty, Directus, BigCommerce, WP Engine, Git, GitHub, Bitbucket, GitHub Actions, Figma, Asana, Teamwork

Practices: WCAG accessibility, performance optimization, site migrations, third-party data integrations

EDUCATION

University of Rochester | B.S., Ecology and Evolutionary Biology

Ocean County College | Certificate in Web Development