



# Luke Michaels

[hello@lukemichaels.com](mailto:hello@lukemichaels.com) : 503.890.0222 : [lukemichaels.com](http://lukemichaels.com) : [LinkedIn](#)

## SUMMARY

Web Developer and UX-focused designer with 15+ years of experience building accessible, high-impact websites and interactive experiences for nonprofits, artists, and mission-driven brands.

Specializes in modern JavaScript, React, and custom WordPress/ACF development with a focus on performance, accessibility, and clean, maintainable front-end architecture.

## CORE SKILLS

**Front-End Web Development:** HTML5, CSS3, Sass, JavaScript (ES6+), TypeScript, React, Vue, component-based UI, accessibility (WCAG), Webpack, Vite, SEO, Git, PHP, Bootstrap, Tailwind

**UX & UI:** Wireframes, prototypes, interaction design, motion/animation, usability testing

**Performance:** Core Web Vitals optimization, image strategy, lazy loading, bundling, caching, data driven optimization

**Tooling:** Git/GitHub (version control), Vite, Webpack, NPM, Node.js

**Design & Media, Creative:** Figma, Illustrator, Photoshop, After Effects, Blender, InDesign, Premier, Creative Cloud

**Web Accessibility:** WCAG 2.1 AA, semantic HTML5, keyboard and focus accessibility, ARIA (roles, states, properties), color contrast and motion preferences, accessible forms and validation

**WordPress CMS Development:** Custom themes, ACF Pro blocks, Gutenberg patterns, PHP templating

**Other Platform Experience:** Drupal, Django, MySQL, MongoDB, C++, C#, Google Cloud, Cloudflare, AWS

## PROFESSIONAL EXPERIENCE

**Front-End Developer — Mercy For Animals**  
**09/17 to 11/25 | Remote / Portland, OR**  
Built custom WordPress themes and reusable ACF Pro blocks powering global campaigns, donation flows, and content-heavy landing pages.

Developed responsive, accessible interfaces and maintained WCAG 2.1 AA standards across all public-facing properties.

Optimized performance and SEO across high-traffic pages, improving LCP, CLS, and TTI metrics by up to 40% through strategic implementation of caching and code-splitting.

Collaborated closely with advocacy, communications, design, legal, and engineering teams to produce fast-paced campaigns with tight deadlines.

Maintained legacy and modern code bases, ensuring consistency, modularity, and long-term maintainability.

Architected a modular page-building framework that allowed non-technical staff to create entire campaign websites without developer intervention, essentially a Gutenberg-style block editor built before Gutenberg existed. Reduced engineering workload by 30% and accelerated campaign launches from 2 weeks to 3 days.

Engineered a flexible, reusable call-to-action block with animation hooks, accessibility features, and A/B-ready configurations, deployed across multiple high-traffic international campaigns.

Built an infinite, mobile-optimized slider with staggered CSS/SVG animation, GPU-friendly transitions, and full keyboard/screen-reader support.

### Front-End Developer – DHX Advertising 02/16 to 09/17 | Portland, OR

Developed pixel-perfect, responsive marketing websites for regional and national clients.

Translated design mockups into clean, maintainable front-end code, leveraging UI/UX principles.

Built custom WordPress and Drupal solutions including themes, templates, component systems, and animations.

Delivered high-performance, SEO-friendly sites optimized for mobile and desktop.

### Front-End Developer – Needmore Designs 11/15 to 02/16 | Portland, OR

Crafted elegant, design-forward websites for artisan and boutique brands.

Integrated custom content management experiences for non-technical clients.

Created responsive, accessible interfaces with smooth, modern CSS animations.

### Web Designer & Developer – Conscious Box 10/13 to 11/15 | Portland, OR

Designed and developed marketing pages, subscription flows, and email campaigns.

Managed brand visuals across web, print, email, and social media.

Implemented A/B tested landing pages that improved conversions and engagement.

### Web Designer & Developer – Bob's Red Mill Natural Foods

04/11 to 10/13 | Milwaukie, OR

Maintained and expanded eCommerce functionality across Magento, WooCommerce, and custom PHP systems.

Designed promotional graphics, product pages, and merchandising assets.

Improved site UX, navigation, and checkout flows for a better customer experience.

Assisted with SEO, server admin tasks, and site performance improvements.

### Earlier Roles – Design & Web Development 2005–2011

Worked across agencies, small studios, and one large sports brand producing web designs, Flash animations, ecommerce sites, print layouts, and brand assets for a wide range of clients. Roles include Off The Wall Media, Print Time, Hermeris Inc., Reality Media, LineDrive, Title Boxing, and Recycled Rockstar.

### TECHNICAL PROJECTS

#### Personal Portfolio & Dashboard | React, Next.js, Framer Motion

Built a performant, component-based portfolio leveraging React and Next.js to demonstrate modern front-end architecture.

Implemented complex state management and responsive animations, achieving a 100/100 Lighthouse performance score.

#### Nutty Narrows Thrift Shop | React, TypeScript, Redux, API Integration

Architected a modern, accessible informational site using React and TypeScript to ensure type safety and long-term maintainability.

Designed an engaging, immersive user experience with custom animations and smooth page transitions, managing global UI state with Redux.

### EDUCATION

A.S. in Computer Science & Digital Media  
Full Sail University | Orlando, FL

### ADDITIONAL SKILLS

Motion Graphics (After Effects), Video Editing (Premier/Final Cut), 3D Modeling (Blender/3D Studio Max), Print Design, Typography, Illustration, Interactive LED Installations, Marketing, Ethical Practices, Accountability, Attention to Detail.

