



Luke Michaels

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SUMMARY

Front-end 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: HTML5, CSS/Sass, JavaScript (ES6+), React, component-based UI, accessibility (WCAG), responsive systems

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

Performance: Core Web Vitals optimization, image strategy, lazy loading, bundling

Tooling: Git/GitHub, Vite, Webpack, NPM, build pipelines

Design & Media: Figma, Illustrator, Photoshop, After Effects, Blender

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

Other Platform Experience: Drupal, Joomla, Ghost, WooCommerce, Magento, Salesforce, Pardot, Funraise, MailChimp

PROFESSIONAL EXPERIENCE

Front-End Developer – Mercy For Animals 2017–2025 | 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.

Created dynamic interactive experiences including sliders, SVG animations, highlight animations, modals, and video-driven components.

Optimized performance and SEO across high-traffic pages, improving LCP, CLS, and TTI metrics by up to 40%.

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
2016-2017 | Portland, OR**

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

Translated design mockups into clean, maintainable front-end code.

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
2015-2016 | 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
2013-2014 | 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
2012-2013 | 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 2005-2015

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 using 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.

