



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, agencies, ethical brands, and mission-driven organizations.

Specializes in WordPress, custom ACF/Gutenberg development, responsive interfaces, modern JavaScript, and UX/UI design.

Known for blending strong visual design with clean, maintainable code and a collaborative, user-centered approach.

CORE COMPETENCIES

- **Front-End Development** (HTML5, CSS3/Sass, JavaScript/ES6+, PHP)
- **UI/UX Design** (Wireframes, Prototypes, Accessibility/WCAG 2.1 AA)
- **Responsive Design & Component Systems**
- **Web Animation** (CSS, SVG, GSAP, Motion/UI transitions)
- **Performance Optimization & SEO**
- **Git/GitHub Workflow**
- **Cross-Functional Collaboration** (Design, Advocacy, Marketing, Product)
- **WordPress** (Custom Themes, ACF Pro Blocks, Gutenberg, WP Performance)

TECHNICAL SKILLS

Languages & Frameworks: HTML, CSS/Sass, JavaScript ES6+, PHP, MySQL

CMS: WordPress, Drupal, Joomla, Ghost

Tools: Git, Figma, Adobe Creative Suite, Webpack, Gulp

Email & Forms: Pardot, Salesforce, Fundraise, MailChimp, Constant Contact

eCommerce: WooCommerce, Magento, Volusion

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.

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.

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PROFESSIONAL EXPERIENCE CONTINUED

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.

SELECTED PROJECT HIGHLIGHTS

Internal Web Builder System (MFA):

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 and accelerated campaign launches.

Interactive CTA System: 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.

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

Responsive Video Hero Component: Developed a modern hero block with animated play interactions, motion-driven hover states, and adaptive Vimeo & YouTube embeds optimized for performance and engagement.

Dynamic SVG Section Borders: Implemented responsive SVG clipping and masking techniques to generate variable-width decorative section dividers used across campaign sites.

Interactive LED Installations: Programmed advanced FastLED animation systems and microcontroller logic for immersive physical art pieces involving motion patterns, sensor input, and real-time color blending.

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

AVAILABILITY

Actively seeking full-time remote front-end developer roles, preferably in the nonprofit, animal protection, environmental, or mission-driven sectors.

