- MARKO MOGULJAK -

Web Developer | WordPress Expert | JavaScript & PHP Specialist | Helping Businesses Build Scalable, High-Impact Websites

Miami Beach, Florida 33139 • (786) 867-9152 • marko.moguljak@gmail.com • linkedin.com/in/markomoguljak

With over 10 years of experience as a full-stack web developer, I specialize in designing and developing responsive, high-performance websites tailored to diverse business needs — from early-stage startups to large enterprises. My expertise spans front-end and back-end development, custom WordPress solutions, and UI/UX optimization.

I deliver scalable, maintainable code using tools like JavaScript, PHP, and WordPress, and I'm experienced in managing projects from concept to launch. Whether working independently or as part of a larger team, I focus on cross-browser compatibility, clean architecture, and long-term maintainability — ensuring every website delivers both visually and functionally.

WORK EXPERIENCE

Optimoroute, Palo Alto • Web Developer   08/2023 - Present

In charge of a small team that is responsible for developing and maintaining the website for a SaaS company, ensuring optimal performance and user experience.

- **Led the implementation of multilingual website support**, leveraging WordPress and TranslatePress to expand global reach — resulting in a measurable increase in user engagement, qualified leads, and international sales within weeks.
- **Engineered a custom plugin for TranslatePress** to integrate **ChatGPT-based AI translation**, streamlining content localization and reducing manual effort across multiple language markets.
- **Built an AI-powered auto-translation system** for the Zendesk Help Center using **REST API integration**, improving customer support scalability and ensuring consistent user experience across regions.
- **Led and implemented website updates and change requests**, ensuring timely delivery and seamless user experience across all releases.
- **Developed and integrated new front-end and back-end features** to enhance website functionality, usability, and scalability.
- **Improved site speed and performance** through optimization techniques including asset minification, lazy loading, and efficient code architecture.
- **Built custom Gutenberg blocks** in WordPress to enable flexible, reusable content components tailored to marketing and editorial needs.
- **Designed and executed A/B tests** to validate UX improvements and optimize conversion-focused website elements based on data insights.
- **Refactored outdated legacy code**, modernizing the codebase to meet current development standards and improve maintainability.

- **Implemented and maintained robust website security protocols**, including SSL, firewalls, and malware protection to ensure platform integrity.
- **Designed and developed a fully customized Zendesk Help Center**, aligning it with brand identity and optimizing user flow for self-service support

Tools & Tech: WordPress, PHP, Timber, Node.js, JavaScript (ES6), ACF, Gutenberg, Git, API, HTML5, CSS3, Figma

Endava, Zagreb, Remote • WordPress Developer   06/2021 - 08/2023

As part of a cross-functional team, I contributed to the full lifecycle of WordPress website development from planning and testing to deployment and maintenance.:

- **Built and launched a multilingual WordPress website for Napster.com**, aligning development with branding and performance goals.
- **Translated Figma and design concepts into pixel-perfect, responsive web components**, ensuring design fidelity and smooth UX across devices.
- **Wrote clean, scalable, and browser-compatible code**, following best practices in HTML5, CSS3, JavaScript (ES6), and PHP.
- **Crafted custom WordPress themes and plugins** tailored to client specifications and performance needs.
- **Developed custom post types, ACF fields, and reusable components** for content-heavy and high-traffic WordPress environments.
- **Converted client requirements into detailed technical specifications**, ensuring clarity and consistency throughout project execution.
- Maintained a **strong focus on deadlines, quality standards, and collaboration**, contributing to a well-organized and agile development process.

Tools & Tech: WordPress, PHP, JavaScript (ES6), ACF, Gutenberg, Git, HTML5, CSS3, Figma

DRAP Agency, Zagreb • Front End Developer   08/2019 - 06/2021

Focused on building responsive, interactive, and brand-aligned digital experiences using modern front-end technologies.

- **Converted UI/UX mockups into responsive HTML/CSS/JS**, delivering clean and accessible layouts optimized for performance.
- **Coded custom WordPress themes and templates** using PHP, HTML5, CSS3, and the Bootstrap framework.
- **Ensured full cross-browser and cross-device compatibility**, conducting QA and fine-tuning for pixel perfection.
- **Utilized JavaScript frameworks** to enhance interactivity and enrich the user experience across client websites.
- **Managed Git-based deployments** from local environments to staging and production, ensuring smooth CI/CD workflows.
- **Improved front-end performance and user experience** through strategic refactoring, modularization, and optimization.
- **Troubleshoot technical issues** and collaborate closely with designers and backend developers for full-stack alignment.

Tools & Tech: WordPress, PHP, JavaScript, Bootstrap , Git, HTML5, CSS3, Adobe XD, Figma, Jira

Tau on-line d.o.o., Zagreb • Web Designer   05/2016 - 08/2019

Engaged in a diverse range of projects, designing visually appealing websites and collaborating daily with product owners, back-end developers, and marketing teams.

- **Designed and developed responsive websites** that aligned with project goals, target audiences, and UX best practices.
- **Improved UX/UI across existing platforms**, ensuring consistent responsiveness and accessibility across devices.
- **Managed end-to-end design processes**, from wireframes and mockups to deployment-ready HTML/CSS/JS.
- **Created marketing assets** including banners, logos, and newsletters for digital campaigns and product launches.
- **Redesigned content architecture** for an employer branding platform, enhancing navigation and engagement.
- **Built an online hackathon site**, focusing on user engagement, functionality, and intuitive design.
- **Resolved cross-browser and performance issues** to ensure a consistent and seamless user experience.

Tools & Tech: Adobe Photoshop, Illustrator, inDesign, Adobe XD, HTML5, CSS3, JavaScript, jQuery, WordPress

Self employed, Remote • Freelance Web developer / designer   01/2013 - Present

Delivering end-to-end web solutions for clients worldwide, combining creative design with technical execution.

- **Collaborated with clients** to conceptualize and develop websites that meet unique business goals and branding.
- **Created custom WordPress themes and plugins**, enhancing site functionality, flexibility, and performance.
- **Delivered full-stack solutions**, from UX/UI design and front-end coding to hosting setup and maintenance.
- **Developed professional visual identities**, including logos and design systems for brands and individuals.
- **Provided technical support**, FTP management, website migrations, and email configuration for clients.
- **Maintained client websites**, ensuring they remain secure, up-to-date, and aligned with evolving business needs.

Tools & Tech: WordPress, PHP, HTML5, CSS3, JavaScript, React, Figma, Photoshop, Illustrator, Web Hosting, cPanel

EDUCATION

Master's degree, Computer Science • Faculty of humanities and social sciences Department of Information and Communication Sciences, University of Zagreb
Graduation Year (2012)

Bachelor's, Information sciences degree, Computer Science • Faculty of humanities and social sciences Department of Information and Communication Sciences, University of Zagreb
Graduation Year (2010)

SKILLS

HTML 5 • CSS 3 • Javascript • Jquery • Wordpress • PHP • Timber • Node.js • React • Distributed version control system (Git) • SASS • Bootstrap • Node package manager (NPM) • GULP • Composer • REST API • Web development • Problem solving • Web Design • Programming • User experience (UX) • User Interface (UI) • Search engine optimization (SEO) • Debugging • Web applications • Zendek • A/B testing (VWO) • Figma • Adobe Photoshop • Adobe Illustrator

---

EXPERIENCE

2025

Anemoia studio // anemoia.studio // Wordpress, Frontend, Backend development, design, maintenance

2024

ASAP solar // asapsolar.hr // Wordpress, Frontend, Backend development, design, plugin development, maintenance

2023

Optimoroute // optimoroute.com // Wordpress, Frontend, Backend development, maintenance

Oraclum Survey // survey.oraclum.co.uk // Wordpress, Frontend, Backend development

2022

Napster // napster.com // Wordpress, Frontend, Backend development

2021

Likeistria // likeistria.com // Wordpress, Frontend development

2020

Pipi butiga // shop.pipi.com.hr // Wordpress, Frontend development

Cromaris // cromaris.hr // Wordpress, Frontend development

Poduka Gitare Zagreb // podukagitarezagreb.com // Redesign of a website, Wordpress, Frontend and backend development

Imago Bold // www.imagobold.si // Wordpress, Frontend development

2019

Starlight 2 // s2is.hr // Wordpress, Frontend development

2018

Yugocar Adventure // yugocar-adventure.com // Logo, Branding, Web design, Wordpress, Frontend and backend development

Mandaryne Leather // mandaryne-leather.com // Web design, Wordpress, Frontend and backend development

Heaventoearth // heaventoearth.com // Maintenance, Wordpress, Front end, Developing features, Managing content

hodak-ruza // hodak-ruza.com // Wordpress, Frontend and backend development

2017

Virtual Valley // virtualvalley.net // Logo, Branding, Web design, Wordpress, Frontend and backend development

pulser.online // pulser.online // Logo, Branding, Web design, Wordpress, Frontend and backend development

Frigozona // frigozona.hr // Logo, Branding, Web design, Wordpress, Frontend and backend development

2016

Guitar Weddings // guitar-weddings.com // Logo, Branding, Web design, Wordpress, Frontend and backend development

clb-holding // clb-holding.hr // Developing multiple websites, Wordpress, Developing features

Anatomska centrala // www.anatomska-centrala.com // Redesigning website, Maintenance, Managing content

2015

Transdinara MTB maraton // www.dropbike.com/timun // Redesigning components, Maintenance, Managing content

Biology Technology Ecology // www.bte.hr //Logo, Branding, Web design, Wordpress, Frontend and backend development

Zagreb by locals // zagrebbylocals.com // Logo, Branding, Web design, Wordpress, Frontend and backend development

2014

Experience Continental Croatia // experience-continentalcroatia.com // Logo, Branding, Web design, Wordpress, Frontend and backend development

2013

Poduka Gitare Zagreb // podukagitarezagreb.com // Logo, Branding, Web design, Frontend development