

Joni Halabi

Web Developer, Author, and Speaker

< Summary />

I am a “middle-end” web developer who likes to write code, commit often, and make up her own titles. I specialize in CMS themes and WordPress editor customizations. My passion for writing code and prose has allowed me to excel at distilling complex technical ideas into easy-to-understand concepts.

< Contact />

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< Current Work />

2016 - present

Senior Web Developer

Georgetown University

- Developing a common WordPress framework, used by 400 departments, schools, and offices across the university.
- Building custom WP blocks rendered via a central KSS-based pattern library using the Gutenberg API, PHP, and Twig.
- Wrote technical documentation of our custom WP blocks and their integration with the external pattern library.
- Architected PHP-based migration scripts to convert ACF-based blocks to custom Gutenberg blocks.
- Converted university site themes from Drupal into WordPress.
- Led the university’s accessibility development efforts, resulting in our sites achieving and maintaining WCAG 2.0 AA compliance.

< Skills />

- WordPress
- Gutenberg API
- JavaScript (ESNext)
- Twig
- HTML
- CSS / SCSS
- PHP
- Jekyll
- SVG
- Gulp
- SVG
- WCAG 2.1
- Technical writing
- Public speaking

< Previous Experience />

2015

Lead Web Developer @ Atlantic Media Strategies

- Led and grew the web development team by establishing project workflows.
- Created an internal development resource library, containing base themes and reusable custom libraries and WP plugins.
- Led the development of a redesigned, responsive WordPress website for The Chicago Community Trust, which won the 2015 OMMA award for website excellence.

2009 - 2014

Senior User Experience Developer @ Optaros

- Worked with creative and back-end teams to develop user-focused client e-commerce sites for a variety of enterprise companies, including Macy's, Stella & Dot, and AAA.

2004 - 2009

Web Content Engineering Manager @ Cambridge Interactive Development Corp.

- Maintained all company and product websites and app UIs. Directly managed front-end web content engineers.
- Created the company's localization department. Set standards used by this department for all marketing and software copy localization.

< Speaking & Teaching Engagements />

- **2023:** Panelist at **Gutenberg Times Live Q&A:** "Design systems and theme.json"
- **2023:** Speaker at **WPCampus:** "Integrating Twig templates with your WordPress block theme"
- **2022:** Speaker at **HighEdWeb:** "Presto Chango: The magic of block transforms"
- **2022:** Panelist at **WordPress Social Learning Meetup:** "Gutenberg Developer Hours"
- **2021:** Speaker at **WPCampus Online** and **HighEdWeb:** "Customize Gutenberg Without Living in Fear of Validation Errors"
- **2020:** Speaker at **Javascript for WordPress Conference** and **WPCampus Online:** "Data Visualization in WordPress"
- **2019:** Speaker at **WPCampus Online:** "Customizing Gutenberg: Lessons Learned at Georgetown"
- **2017:** Speaker at **edUi**, **ConvergeSE**, and **NoVA CodeCamp:** "Accessible Web Development"
- **2017:** Taught an internal staff class at **Georgetown University:** "Accessible Development"
- **2016:** Taught at **General Assembly DC:** "Introduction to Javascript"
- **2016:** Taught at **General Assembly DC:** "Front-End Web Development"

< Degrees, Certifications, and Awards />

- **Georgetown University President's Excellence Award**, 2017
- **Magento Front End Developer Certification**, 2013
- **Master of Fine Arts, Electronic Arts** @ Rensselaer Polytechnic Institute
- **Bachelor of Science, Electronic Media & Computer Science** @ Rensselaer Polytechnic Institute