

# Joni Halabi

Web Developer, Author, and Speaker

## Summary

As a self-appointed “middle-end” developer, I like to write code, commit often, and make up my own titles. My development career has evolved over a wide range of industries, including e-commerce, non-profit, and education. I specialize in WordPress editor customizations, content architecture, and public speaking at a number of technical conferences.

## Contact

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## Skills

- WordPress
- Technical and narrative writing
- Web accessibility
- Public speaking and teaching
- HTML / CSS / SCSS
- Gutenberg API
- JavaScript / ESNext
- PHP 8
- Twig / Timber
- Markdown
- API documentation
- Eleventy
- Jekyll
- SVG
- Git / Github
- Node / npm
- Gulp

## Current Work

### Georgetown University

#### Senior Web Manager – Office of the President, 2024 - present

- Build, grow, and maintain websites for the President’s Office, including the President’s website and sites for special initiatives.
- Research and write engaging content to promote key university initiatives.
- Maintain an archive of videos, photos, stories, and other communications.

#### Senior Web Developer – University Information Services, 2016 - 2024

- Developed a common WordPress framework, used by over 400 departments, schools, and offices across the university.
- Built custom WordPress post editor blocks rendered via a central KSS-based pattern library using the

Gutenberg API, PHP, and Twig.

- Authored technical documentation of custom blocks and their integration with an external pattern library.
- Architected a series of PHP-based migration scripts to convert blocks written with the Advanced Custom Fields plugin 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 2.2 AA compliance.

## WP Accessibility Day

**Translation Team Lead**, 2024 - present

- Working with an all-volunteer team to develop a maintainable and cost-effective plan to translate both past and current WordPress Accessibility Day conference videos into a variety of spoken languages.

## 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.

## Degrees and Awards

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

## Speaking & Teaching Engagements

I love sharing my work in web technology, accessibility, and general development practices with audiences big and small. I have been speaking at conferences, meetups, and classrooms since 2015.

- **2025:** The State of WordPress in Higher Education Research Webinar – *Expert Panelist*
- **2024:** Gutenberg Changelog #110 – *Guest Host*
- **2024:** Gutenberg Changelog #97 – *Guest Host*
- **2023:** Gutenberg Changelog #91 – *Guest Host*
- **2023:** WordPress Accessibility Day – *Speaker*
- **2023:** Gutenberg Times Live Q&A – *Panelist*
- **2023:** WPCampus 2023 – *Speaker*
- **2022:** HighEdWeb 2022 – *Speaker*
- **2022:** Gutenberg Developer Hours – *Panelist*
- **2022:** WordPress Social Learning Meetup – *Panelist*
- **2021:** HighEdWeb 2021 – *Speaker*
- **2021:** WPCampus Online 2021 – *Speaker*
- **2020:** WPCampus Online 2020 – *Speaker*
- **2020:** JavaScript for WordPress Conference – *Speaker*
- **2019:** WPCampus Online 2019 – *Speaker*
- **2017:** edUi – *Speaker*
- **2017:** ConvergeSE – *Speaker*
- **2017:** NoVA Code Camp – *Speaker*
- **2015-2016:** General Assembly – *Instructor, Front-end web development*
- **2015:** Northern Virginia Community College – *Guest Instructor*