

# 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 have spent the last 20 years developing technical solutions for a wide variety of industries and organizations and currently specialize in developing CMS themes and WordPress editor customizations.

## < 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 Gutenberg blocks that integrate with a central KSS-based pattern library using React, PHP, and Twig.
- Architected PHP-based migration scripts to convert ACF-based Gutenberg blocks into custom blocks, as part of a larger code migration effort.
- Converted university Drupal themes into WordPress themes.
- Led the university’s accessibility development efforts during an OCR review in 2017, which resulted in our websites 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

## < Previous Experience />

2015

### Lead Web Developer @ Atlantic Media Strategies

- Led and grew the web development team by establishing project workflows.
- Created a development resource library containing base themes and reusable custom libraries and WP plugins.
- The Chicago Community Trust: Lead developer on a project to develop a new responsive website in WordPress, 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 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, 2003
- **Bachelor of Science, Electronic Media & Computer Science** @ Rensselaer Polytechnic Institute, 2000