

Alan Hay

WordPress Specialist & Frontend Developer | 25+ Years' Experience

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Summary:

I am a WordPress & Front-end Developer with over 25 years experience in the web design and development industry. I build Wordpress custom themes and websites for agencies and companies using modern techniques and workflows, helping businesses build websites that look great, load fast, and work seamlessly on any device. I'm known for my reliable work and in depth knowledge of Wordpress fundamentals, and get consistent repeat work with existing clients. A keen follower of the Wordpress and Frontend community, I've attended conferences and keep up to date with all the latest news and developments. I've spent the last 8 years contracting/freelancing building Wordpress websites as a supplier and for my own clients whilst also building UI for iGaming websites using React. I am now looking for my next exciting challenge.

Experience:

2017 - Present

Contract / Freelance / Wordpress & Frontend (React) Developer

Under the guise of Ahha Web Solutions I have primarily been creating and developing Wordpress websites as a supplier for various digital agencies and also my own clients. I have a deep understanding and knowledge of Wordpress and utilise this to create bespoke functional websites that meet the varied needs of the different agencies. There's a common belief that WordPress theme builders are the only option and are often looked down upon. But I have taken advantage of WordPress' versatile platform to build websites without the typical page builder plugins. I use my own boilerplate theme to create a solid base in which to utilise and extend the fundamentals of WordPress, whilst also giving users flexibility to build their own pages using ACF flexible layouts, and also ensuring that frontend tooling is implemented to deliver fast static assets (CSS/JS/images), and more lately use Tailwind CSS to quickly begin to scaffold the websites structure. I have also created plugins to reuse functionality across various websites. Projects have ranged from small brochure websites, large corporate websites with lead capture forms, to NHS websites which required strict accessibility checks (WCAG minimum level AA), Woocommerce stores, and online e-learning systems.

I have created and managed many WordPress projects simultaneously whilst also servicing a contract for an iGaming company based in Cyprus called Full Force Gaming Group. Initially this involved building static HTML and CSS layouts for existing Ruby on Rails based websites. This then evolved into using React.js (and later Next.js and typescript) to recreate all the different branded iGaming websites (online casinos) and UI. Working within a team of other React

developers, designers and stakeholders. Primarily interacting with REST APIs of the casino backend to display user information in a profile dashboard, updating credit balances, bonuses and account history. Also interacting with Wagtail CMS to display content added by company stakeholders, such as promotional landing pages and bonus giveaways. Also created HTML email and landing page templates linked to marketing campaigns.

2014 - 2017

Senior Frontend & Wordpress Developer at HMA (Barnsley)

In this role, I took ownership of end-to-end website development, handling both the frontend interface and backend within the WordPress ecosystem. I was responsible for building custom themes and plugins, ensuring high performance, accessibility, SEO fundamentals and responsive design across all devices. Here I got more familiar with WordPress fundamentals such as custom post types, taxonomies, tags, WordPress hooks (actions & filters), enqueueing scripts and styles correctly, template hierarchy, use of ACF, URL rewrites, URL params and custom forms posting to the back-end. Liaising with designers to translate their designs into fully functioning websites.

Beyond WordPress, I created and managed email marketing campaigns using HubSpot and Campaign Monitor, delivering engaging, on-brand communications to support client goals. I also maintained and updated legacy .NET websites, providing stability and continuity for long-running platforms. Additionally, I gained hands-on experience with React JS in its earlier years.

2010 - 2014

Frontend Developer at Whitespace Communications Ltd. (Sheffield)

Working in an award winning busy and hectic digital agency, responsible for converting creative artwork (psds) into hand coded valid, cross browser HTML and CSS. Implementing jQuery/ Javascript, using custom scripts. Working with Ruby on Rails developers to implement my HTML and CSS layouts. Creating flash applications/games/animations using timeline and or Actionscript 2 and 3.

2007 - 2010

Flash Developer at Dig for Fire (Sheffield)

Working as a Flash Developer in a design agency. Creating/designing flash websites, applications and games to tight deadlines for companies such as HSBC, AXA, Castrol plus many more high profile clients. Using actionscript 3.0 to a high standard and also Object Oriented Programming when needed. Working with the design studio to realise the design and build of the website/ application/games.

Earlier Experience (more information available on request):

1999 - 2007

Multimedia and Web Officer at Leeds Metropolitan University

1996 - 1999

Multimedia Designer at Bennett and Company (Leeds)

1992 - 1996

Multimedia Graphic Designer at Barnsley Metropolitan Borough Council Promotions

Education

FDSC Degree Creative Technology

Leeds Metropolitan University
Graduated 2004

HNC Graphic Design

Manchester Metropolitan University
Graduated 1994

Skills and Knowledge:

Languages & Markup:

- HTML5
- CSS3 / SCSS (Flexbox/Grid)
- JavaScript (ES6+) / JQuery
- TypeScript

Frameworks & Libraries:

- React.js
- Next.js
- Tailwind CSS
- Bulma / Bootstrap / GSAP
- Material UI

Build & Package Tools:

- Npm / Yarn
- Vite
- Valet

Version Control & Collaboration:

- Git
- GitHub / Jira
- Bitbucket / Sourcetree

Testing & Quality:

- Playwright
- Jest
- ESLint
- Prettier

APIs & Data:

- RESTful APIs
- JSON

Performance & Optimisation:

- Responsive Web Design
- Responsive Images
- Cross-browser/device Compatibility

Skills and Knowledge (continued):

- Web Accessibility (WCAG)
- SEO fundamentals

WordPress Specific Skills:

Theme & Plugin Development:

- Custom WordPress theme development
- WordPress REST API
- Advanced Custom Fields (ACF)
- Custom post types & taxonomies
- URL Rewrites
- Gutenberg block customization
- Custom forms
- Woocommerce Themes
- Algolia search integration

Templating & Architecture:

- Timber Library for WordPress
- Twig templating
- PHP fundamentals
- Template hierarchy in WordPress
- WordPress hooks (actions & filters)
- Enqueueing scripts and styles correctly
- Caching strategies

- Local development (NPM packages)
- WP-CLI
- MySQL basics for database management
- Deployment and staging workflows
- Wpengine & Siteground Hosting

Other Tools & Skills:

- Docker
- Adobe creative suite / Affinity
- Team Player / Proactive / Independent
- Figma / Adobe XD
- Agile / Scrum methodologies
- Command line (bash/zsh basics)
- HTML Email templates
- Testing tools - Browserstack, LambdaTest, EmailsOnAcid
- SendGrid, Mailchimp & Campaign Monitor
- Hubspot CMS and Email Marketing
- Statamic CMS / Wagtail CMS
- Godot game engine

About me:

I thrive from not only working in a team but also as an independent proactive frontend developer. I take great interest in current technologies including AI. I like to think i'm a great communicator and I'm looking for an exciting opportunity to work for a forward thinking company or institution, (ideally remotely) that builds great websites and applications using the popular tools and techniques, whether that be React/Wordpress or plain old HTML and CSS.

I pride myself on the fact that I've worked in some successful agencies throughout the years and I've worked on websites and brands such as Autoglym, AXA, NHS, Vision Express, Channel 4, amongst many others.

Outside of work I am extremely proud of my family. I love to watch my son play sports, and my daughter is a singer. I also enjoy watching football and enjoy a round of golf every once in a while.