Hello.
I'm **John Edmondson**

Mid-level, full-stack Wordpress developer, with a knack for solving a variety of complex technical challenges. Developed and launched 60+ Wordpress projects and provide ongoing support for 30+ clients for Navigation Advertising. Introduced the team to project management software tools, modernizing the team's processes and workflows. Passionate advocate for better design practices.

Contact

6544 SE 68th Ave
Portland, Or 97206
(931) 237-6828
edmondsonj@gmail.com

Education

**BFA Graphic Design,
Minor in Interactive Design**
Middle Tennessee State University
Murfreesboro, TN
Graduated 2013

Training
Treehouse
teamtreehouse.com/johnedmondson

Strengths

Advanced: HTML5, CSS3, MySQL, Wordpress, WooCommerce, Gsuite, Bootstrap 4, Photoshop, Illustrator, InDesign, Microsoft Office, Mac, Windows

Intermediate: Javascript, PHP, Magento, CSS Grid

Experience

2014 - Present
Lead Web Developer
Navigation Advertising | Murfreesboro, TN

- Worked closely with clients throughout website design, development, testing, and debugging, as well as provided continued email and server support
- Utilized lead tracking and analytic services such as Mailchimp, Google Analytics, and Facebook Pixel to optimize email marketing campaigns and create conversion-focused reports for clients
- Delivered on projects with rapid timelines while maintaining communication and efficiency in a remote setting
- Built a variety of ecommerce sites using Woocommerce and Magento for clients in industries ranging from agriculture to motorsports
- Led an assortment of special projects ranging from political podcast management to multi-media asset creation for a Medical consortium.

2013–2014
UI Designer
Front End Developer
AZMBL (Romano Gatland) | Athens, TN
(50% remote)

- Brainstormed ideas in business and concept development meetings
- Created and presented user personas, flows, wireframes, and mockups to team members and stakeholders
- Collaborated in an Agile team setting, regularly iterated on designs and created new ideas for features
- Worked closely with the development team to create UI kit for design hand-off

2013
Graphic Design Internship
Aloompa | Nashville, TN

- Attended and participated in the teams' daily scrum, which provided a look at how large development teams utilize different process frameworks.
- Created conceptual mobile UI designs for a variety of music festivals such as Bonnaroo Music Festival, Musicfest NW, Outside Lands, Electric Forest, and San Francisco Street Festival
- Led and participated in design hand-off with the development teams
- Completed HTML & CSS edits to company's forward-facing website

2012–2013
Graphic Design Assistant
James E. Walker Library at MTSU | Murfreesboro, TN

- Established a new directional signage system for navigating each department of the campus library
- Designed Stall Wall, a weekly newsletter published in library restrooms that used QR code tracking, which informed students about job listings and new events.
- Created a website for the university informing students about the replica Benjamin Franklin Printing Press and its unique opportunities for use in the library.
- Designed, printed, and circulated posters and yard signs around the university advertising library services

2014-Present
Contract Wordpress Developer
Remote

- Provided user experience recommendations, design direction, development, and additional technical support to clients in a variety of industries including travel, broadcasting, and prosthetics
- Managed and updated existing site architecture to accommodate new products and informational materials
- Updated legacy websites using various custom Wordpress themes

Notable Work

2017
NewmanPR
KeysRecovery.org

- Collaborated with a locally-based marketing team to create a hurricane relief website for the Florida Keys launched shortly after Hurricane Maria.

2015–Present
Dollar for Portland
Dollarfor.org

- Brainstormed business development ideas alongside Founder and team
- Provided creative direction to better unify design and brand consistency
- Established a more cohesive user experience with payment processing