

# Erick Kristian

Senior Frontend / Full Stack Developer (WordPress, PHP, JavaScript)

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📍 Finland

## Professional Summary

Senior WordPress-focused Frontend / Full Stack Developer with **8+ years of experience** building, customizing, and optimizing **WordPress themes, plugins, and high-performance marketing websites** for SaaS, Fintech, Ecommerce, Video Creation, and Healthcare products.

Expert in **HTML5, CSS3, JavaScript/TypeScript, PHP (WordPress, Laravel)** with strong hands-on experience in **custom theme development from scratch**, plugin customization, page builders (WPBakery, Elementor, Kadence), and **Core Web Vitals optimization (90–95+ PageSpeed scores)**.

Highly experienced in translating **Figma/PSD designs into pixel-perfect, responsive WordPress implementations**, enhancing UX, SEO, and conversion tracking while seamlessly integrating modern backend services (Node.js, NestJS, Python, GraphQL, REST). Proven ability to collaborate with designers, marketers, and US-based clients in fast-paced remote environments.

## Core Skills

Category	Technologies & Skills
WordPress	WordPress Core · Custom Theme Development (from scratch) · Child Themes · Plugin Development · Custom Post Types · Custom Taxonomies · WP Hooks (Actions/Filters) · Template Hierarchy · WP_Query · WP REST API · Shortcodes · ACF · Custom Meta Boxes
Page Builders	Kadence Blocks · Elementor · WPBakery · Gutenberg · Block Patterns
Frontend	HTML5 · CSS3 · Responsive Design · Accessibility (WCAG) · Tailwind CSS · Bootstrap · JavaScript · TypeScript · jQuery · AJAX
Frameworks & UI	React · Next.js · Angular · Vue · Svelte · Redux · Storybook
Performance & SEO	Core Web Vitals · PageSpeed Optimization (90–95+) · WP Rocket · Asset Optimization · Lazy Loading · Caching · Technical SEO · Schema Markup · SEO Press · Yoast
Analytics & Tracking	Google Tag Manager · GA4 · PostHog · Event & Goal Tracking · Conversion Funnels
Forms & UX	Gravity Forms · Contact Form 7 · Custom Form Handling · UX Optimization
Backend & APIs	PHP (7/8, OOP, Laravel) · Node.js · Express · NestJS · Python (FastAPI, Django) · REST · GraphQL · WebSockets
Database & Caching	MySQL · PostgreSQL · MongoDB · Data Modeling · Redis · Cloudflare KV
Security	Secure Coding · Nonces · Sanitization/Escaping · XSS · CSRF · Role & Capability Management
DevOps & Hosting	Docker · Kubernetes · AWS · GCP · GitLab CI/CD · ArgoCD · Cloudflare · Nginx/Apache · SSL · DNS
Testing & Process	Jest · Mocha · Cypress · Playwright · BDD · TDD · Agile/Scrum
Other	AI/LLM Integration · LangChain · LCEL · Git · Cross-functional Collaboration · Remote Client Communication

## Professional Experience

### Senior Full Stack Developer (Frontend & WordPress Focus)

Vidora Labs | 04/2022 – Present

- Led **WordPress-driven marketing site architecture** and frontend UI development for a large-scale **Video Creation SaaS** platform with millions of users.

- Designed and developed **custom WordPress themes from scratch**, including header/footer customization, template hierarchy, custom post types, and database-driven components.
  - Built and extended **custom WordPress plugins (PHP, OOP)** to support marketing workflows, analytics hooks, and CMS automation.
  - Worked extensively with **page builders (WPBakery, Elementor, Kadence Blocks)** to empower marketing teams while maintaining performance and code quality.
  - Optimized WordPress sites for **SEO, Core Web Vitals, and PageSpeed (90–95+)** using best practices (asset optimization, lazy loading, caching strategies).
  - Implemented **Google Tag Manager, PostHog, and custom event tracking** for user behavior, conversions, and funnel analysis.
  - Converted complex **Figma/PSD designs** into pixel-perfect, accessible, responsive **WordPress pages**.
  - Integrated WordPress frontends with **REST and GraphQL APIs** built using NestJS and FastAPI.
  - Collaborated closely with designers, marketers, PMs, and US-based stakeholders to present concepts, gather feedback, and iterate quickly.
  - Maintained CI/CD pipelines and monitoring using **GitLab CI, ArgoCD, Cloudflare, and Datadog**.
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## Full Stack Developer (WordPress, PHP & Frontend Heavy)

PayZen Systems | 07/2017 – 10/2021

- Developed and maintained **WordPress-powered websites, landing pages, and CMS platforms** for fintech and ecommerce products.
  - Customized **WordPress themes, plugins, forms, and admin workflows** using PHP and JavaScript.
  - Improved **UX, SEO compatibility, and page speed** across existing WordPress sites through performance audits and refactoring.
  - Migrated a legacy **PHP/AngularJS ecommerce platform** to a modern **React + Node.js stack** while preserving SEO and content integrity.
  - Implemented **event tracking, analytics integrations, and conversion monitoring** for marketing and product teams.
  - Worked closely with designers to ensure **pixel-perfect UI delivery and accessibility compliance**.
  - Integrated secure payment flows and authentication systems (OAuth2, Auth0).
  - Deployed and maintained Dockerized applications on **AWS** with CI/CD automation.
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## Software Developer (Frontend-Oriented)

TechNova Solutions | 05/2016 – 08/2017

- Built **responsive, cross-browser WordPress and static websites** using HTML5, CSS3, and JavaScript.
  - Assisted in theme customization, UI enhancements, and frontend-to-API integrations.
  - Collaborated with designers and backend engineers to deliver polished client websites.
  - Supported debugging, performance optimization, and deployment automation.
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## Education

Bachelor of Software Engineering

Aalto University | 2012 – 2016

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## Profile Highlights (WordPress-Centric)

- Advanced WordPress theme & plugin development (PHP, OOP)
- Strong experience with **Kadence, Elementor, WPBakery**
- Proven delivery of **SEO-optimized, high PageSpeed (90–95+)** websites
- Hands-on experience with **GTM, PostHog, analytics & event tracking**
- Pixel-perfect frontend execution with strong UI/UX sensibility
- Full stack & AI expertise retained for scalable, modern WordPress ecosystems