

Paisley Moore

Senior Front End Developer | Web Standards, SASS, WordPress

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📍 San Francisco, California

SUMMARY

Senior Front End Developer with over 9 years of experience. Adept in the utilization of SASS and Semantic Markup, alongside a strong understanding of web standards and creating custom WordPress themes. Optimized pages for mobile using responsive frameworks like Bootstrap, reducing load time by 35%. Passionate about learning new technologies and continuously enhancing my skills.

EXPERIENCE

Front End Web Developer

GoDaddy

📅 2017 - 2021 📍 San Francisco, CA

Focused on building and maintaining the company's customer-facing apps and website.

- Implemented scalable and maintainable CSS architecture using SASS, improving site's maintainability by 25%
- Played a role in developing custom WordPress themes, increasing site's user engagement by 15%
- Leveraged JavaScript and jQuery knowledge in developing interactive UI components for seamless user experience.

Web Developer

Adobe Systems

📅 2014 - 2017 📍 San Francisco, CA

Team lead on several key projects focused on enhancing the customer experience on the company website.

- Successfully optimized pages for mobile using responsive frameworks like Bootstrap, reducing load time by 35%
- Conducted comprehensive debugging of code to guarantee site functionality and user experience, resulting in a 10% decrease in site bounce rates
- Consistently met tight deadlines while juggling multiple projects, ensuring smooth operations and minimal disruption.

Junior Developer

Salesforce

📅 2012 - 2014 📍 San Francisco, CA

Worked under Senior Developers to develop my skills and contribute to the team.

- Joined a team of developers in creating custom WordPress themes, enhancing the site's SEO by 20%
- Developed forms with semantic markup and CSS, increasing visitor's form fill out completion rate by 30%
- Understanding of a/b testing drove improved web performance and user satisfaction.

EDUCATION

Bachelor's in Computer Science

University of California, Berkeley

📅 2006 - 2010 📍 Berkeley, California

Master's in Web Development

San Francisco State University

📅 2010 - 2012 📍 San Francisco, California

STRENGTHS



Problem Solving

Regarded for the capacity to dissect complex problems, resulting in the development of effective solutions in my role as front end developer



Team Player

Accustomed to working as part of a diverse team, leveraging individual strengths to accomplish collective objectives and project completion



Attention to Detail

Built a reputation for meticulous attention to design and coding details, aiding in the delivery of pixel-perfect and user friendly web interfaces

SKILLS

Semantic Markup

CSS

Sass

Web Standards

WordPress

Custom WordPress themes

Responsive design

Foundation

Bootstrap

Material UI

Tailwinds

Vanilla JavaScript

jQuery

Yarn

Gulp

Webpack

WordPress Plugins

Debugging

.git

Jira

GitHub Actions

Figma

Zeplin

CERTIFICATION

Advanced CSS and Sass: Flexbox, Grid, Animations and More!

Career-longing learning from Udemy to enhance my CSS and Sass skills.

Complete React Developer in 2021 (w/ Redux, Hooks, GraphQL)

Additional learning supplemented through Udemy to sharpen my React.js expertise.