

# Paisley Moore

Senior Front End Developer | Web Standards, SASS, WordPress

@ Email

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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    Tailwind    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.