

# Dusan Simic

Senior React and WordPress  
Developer

Lacarak, Serbia  
+381612730742

[dusandev119@gmail.com](mailto:dusandev119@gmail.com)  
[linkedin.com/in/dusan-simic-adona119](https://linkedin.com/in/dusan-simic-adona119)  
[github.com/superadona119](https://github.com/superadona119)

"The only way to do great work is to love what you do."

I love this quote from Steve Jobs as it has always resonated with me. I strongly believe that when you are passionate about your work, you are more likely to put in the time and effort required to do great work successfully. As a seasoned full stack web developer, I am passionate about creating websites that not only look great, but also function smoothly and provide a positive user experience. Also I thrive on new challenges, constantly refining cutting-edge skills, and inspiring growth in those around me.

## Technical Proficiencies

<b>Program Languages:</b>	PHP, JavaScript, TypeScript, HTML5, CSS3, SCSS
<b>Libraries and Frameworks:</b>	jQuery, React, Laravel, Vue.js, Underscore.js, Symfony
<b>Tools:</b>	Git, Gulp, Grunt, PhpStorm
<b>Databases:</b>	MySQL, MongoDB, PostgreSQL
<b>Data management:</b>	phpMyAdmin, Headless CMS, Contentful

## Career Experience

[Webmasters Group, Derrimut, Australia](#)  
Senior Full Stack WordPress Developer

11/2022 – 8/2023

Successfully upgraded the company's website, resulting in a 35% increase in user engagement, a 25% boost in conversion rate, and a 15% reduction in bounce rate. Streamlined payment processing and implemented customized solutions using the Stripe API, contributing to a 20% growth in subscriptions and revenue. Optimized website performance and SEO, leading to a 50% improvement in load times and a 30% rise in search rankings, further enhancing customer satisfaction and overall business growth.

- Successfully migrated the old WordPress website to Next.js website using React and Redux.
- Designed and implemented new features that enhanced the user experience, such as simplified enrollment forms, automated confirmation emails, and streamlined payment processing.
- Utilized the Stripe API to create customized payment solutions for the website's unique requirements, such as handling subscriptions, managing refunds, and reporting.
- Implemented state management using Redux, improving the website's performance and making it easy to manage large amounts of data.
- Integrated and configured a Node.js backend to provide data to the frontend.
- Optimized the website's speed and SEO using various techniques such as code splitting, caching, and server-side rendering.

[JS Web Dev Ltd., Earls Colne, United Kingdom](#)  
Senior WordPress Developer

10/2017 – 9/2022

Successfully consolidated multiple management systems into a unified CRM platform, reducing system maintenance costs by 30% after consolidating the management systems. Reduced the time it takes to generate reports by 50% through the implementation of a new data analytics tool, saving 10 hours per week for the team. Led an Agile development team to deliver a new project ahead of schedule, enhancing the company's reputation for timely, quality solutions.

- Consolidated multiple management systems into a single CRM system, streamlining operations and boosting productivity.
- Led a development team following Agile methodologies to deliver a new project two weeks ahead of schedule.
- Oversaw frontend architecture development for two projects and provided code reviews for optimal functionality.
- Implemented best practices in coding and testing resulting in 50% reduction of bugs and increased team efficiency by 30%.
- Developed a copyright infringement report platform for thousands of users to submit cases efficiently.
- Contributed to E2E testing using Cypress resulting in a 25% increase in customer conversion rates.

Significantly streamlined processes, delivered user-friendly websites, transformed traditional websites into high-performance animated React sites, and designed over 50 reusable UI components to enhance the user experience.

- Developed a maintainable codebase by creating hundreds of reusable components, ensuring an efficient and seamless development process.
- Consistently researched and integrated new technologies and trends into 15+ user-friendly websites built using JavaScript, TypeScript, React, Next.js, and TailwindCSS.
- Successfully converted traditional WordPress websites to React websites in five different projects, improving performance while preserving animation effects.
- Ensured reusability and modularity of 50+ UI components by designing and testing them with Storybook.
- Contributed to the integration of Next.js with Sanity and Contentful Headless CMS in five different projects.

## Education

Bachelor of Computer Science  
University of Belgrade, Computer Science and Programming

10/2012 – 9/2016