


Roger Davidson

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Summary

Chicago based Front-end Developer with extensive experience in website design, implementation, management. An innovative, skillful, and dedicated individual poised to meet both the creative and technical goals of web-based projects.

Specialties:

- Highly skilled in group and individual communication skills, with the ability to accurately diagnose and overcome team problems and workflow hindrances.
- Experienced in web development with Wordpress, WCAG standards, HTML, CSS, jQuery.
- Develop and manage Wordpress using a variety of themes and page builders including Kadence and Block Editor

Experience

Senior Front End Developer

Americaneagle.com

Apr 2017 - Present (6 years 4 months)

- Lead construction of client's Wordpress site using design provided by design department.
- Collaborate with Project Managers to implement site plan.
- Testing and remediation using WCAG A AA standards to ensure site accessibility.
- Employ Siteimprove for accessibility remediation.
- Develop client sites using a variety of themes and page builders including Elementor, Kadence, and Block Editor.
- Assist Development team in building custom plugins and site functionality.
- Fulfill client requests for changes and fixes for live site issues.
- Plan and scope website build requirements.
- Administer work load throughout Front End Development team.
- Able to utilize Jira, Smartsheet, Figma, Adobe XD, and Invision through the website build process.
- Common Wordpress plugins employed: Advanced Custom Fields, WooCommerce, Search and Filter Pro, Smart Slider, Gravity Forms, Kadence Blocks Pro, SEOPress.

Web Designer II - Front End Developer

ORBITZ

May 2013 - Dec 2016 (3 years 8 months)

- Create a booking path for partners following proper branding guidelines within a template solution.
- Design and build custom hotel and vacation package merchandising pages for improved conversion and advertising.
- Aid in recruiting new partners by building demo sites and design comps for use in presentations.
- Improve platform by constructing new functionality to improve customer and partner experience.
- Increasing user accessibility by developing responsive templates.
- Work closely with our development team to solve and produce solutions for partner needs and site issues.

- Update and generate promotional pages and assets to push partner sales and promotions.
- Major partners include: Hawaiian Airlines, Alaska Airlines, RIU Resorts, Hyatt, Air Canada, American Express, and Visa.



Web Designer

NextMedia 360

Mar 2011 - May 2013 (2 years 3 months)

- Produce creative designs for Wordpress templates using Photoshop and Illustrator.
- Customize pre-fabricated Wordpress templates to design specifications.
- Design and build mobile friendly websites using HTML5/CSS3.
- Maintain clients website and content post-launch.
- Continuously monitor SEO tactics and update due to changing targets and goals.
- Troubleshoot and repair any site malfunctions that arise.

Education



The Art Institutes

Bachelor of Arts, Web Design & Interactive Media

2009 - 2010

Graduated with honors. G.P.A. 3.5



Northern Illinois University

Bachelor of Science, Clinical Laboratory Science

2003 - 2008

Skills

WordPress • Web Content Accessibility Guidelines (WCAG) • HTML • CSS • Siteimprove Analytics •
Photoshop • jQuery • Web Design