



# Ethan Ellis

## Web Developer, WordPress Specialist, Front-End Designer

Over **10+ years industry experience** building **WordPress Themes & Custom WooCommerce Development Solutions**.

### Contact

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### Technical Skills

- WordPress Development
- Custom Theme Development
- Custom Plugin Development
- WooCommerce Development
- PHP
- HTML5
- CSS3
- Javascript
- jQuery
- REST API Integration

### Design & UX

- Figma
- Adobe Photoshop
- Responsive Design
- UI/UX Prototyping

### Optimization

- Technical SEO
- Performance Optimization
- Core Web Vitals
- Website Auditing

### Education

**Matriculated 2011**  
Winelands Academy

## Work Experience

### Frontend WordPress Developer

**FlickerLeap** (February 2026 - June 2026)

Assisted with the migration and **redevelopment of client websites** into **custom WordPress themes**, including **QA review**, content migration, **WooCommerce configuration** and deployment support.

Provided general website maintenance, updates & troubleshooting and day-to-day development support within an agency environment.

### WordPress Web Developer & Frontend Designer

**Semantica Digital** (November 2011 - September 2025)

Multi-role contributor across **design, development**, and **WordPress** projects. Adapted to fill gaps in **both technical and creative fields**.

- **Designed and developed custom websites using WordPress**, PHP, HTML5, CSS3, JavaScript, and jQuery, delivering responsive and cross browser solutions.
- Built and **customized WordPress themes and plugins**, including **WooCommerce stores** with **payment gateway integration** and **performance optimization**.
- **Conducted SEO optimization** (on-page, technical, and speed improvements), increasing site rankings and organic traffic for multiple clients.
- **Created UI/UX prototypes in Figma** and produced web graphics and assets in Photoshop, ensuring consistent branding and user-friendly design.
- **Collaborated directly with clients to gather requirements**, translate business needs into digital solutions, and provide ongoing support.
- Implemented **mobile-first, responsive design strategies**, improving usability and accessibility across devices.
- **Managed full project lifecycle** - from initial design concepts through development, testing, launch, and maintenance.
- **Adapted to evolving company needs**, filling roles in both **front-end design** and **back-end development** to support business growth.