



JAMES FRAZIER

Senior Web Developer

Results-driven Web Developer with over 12 years of fast-paced digital marketing and agency experience specializing in custom WordPress engineering, Vue.js / Nuxt applications, and core web technologies (HTML, PHP, JS). Proven track record of collaborating across cross-functional client, PM, and UI/UX design teams to deliver highly responsive, performance-optimized web and custom HTML email experiences on-time and within budget.

PROFESSIONAL EXPERIENCE

Sr. Web Developer

Aug 2015 - Present

ps:studios (Phoenix, AZ)

- **Full-Lifecycle Development:** Architect, design, and launch 40+ custom-built WordPress and static HTML web platforms from complex Figma and InDesign design systems.
- **Modern Web Architecture:** Engineer highly performant headless WordPress API applications leveraging Vue.js and Nuxt framework technologies.
- **AI Workflow Optimization:** Leverage AI tools into the development pipeline, reducing boilerplate and complex coding hours by 12% and accelerating time-to-market.
- **Infrastructure & Database Management:** Orchestrate cloud and traditional hosting architecture across Plesk, cPanel, WP Engine, and Pantheon, successfully executing secure SQL database configurations and complex migrations with zero downtime.
- **Bespoke WordPress Engineering:** Develop tailored custom WP themes utilizing Advanced Custom Fields (ACF) alongside native Gutenberg blocks and builder ecosystems (Elementor, Enfold) to maximize client editing flexibility.
- **API Integration:** Program robust, secure data pipelines linking external 3rd-party enterprise platforms (Salesforce, MailChimp, Constant Contact) via the Gravity Forms API to streamline automated client lead collection.
- **Leadership & Scoping:** Drive project accuracy by assisting in technical engineering estimates, authoring structured internal documentation, and conducting comprehensive technical training seminars for non-technical clients.
- **DevOps Standardizations:** Revolutionized internal team workflows by deploying customized Webpack configurations, successfully standardizing local development environments and cutting code initialization time.
- **Asset Optimization:** Create and optimize production-ready vector assets and digital imagery via Photoshop and Illustrator, improving overall site performance and Core Web Vitals.
- **Performance Tracking:** Initialize Google Analytics (GA4) tracking and reporting in combination with corresponding Google Tag Manager (GTM) event tracking.
- **Email Engineering:** Build modular, responsive HTML email templates for MailChimp and Campaign Monitor, ensuring flawless cross-client rendering through rigorous Litmus

HTML Email / Web Developer

Feb 2013 - Aug 2015

McMURRY / TMG (Phoenix, AZ)

- **Responsive Architecture:** Built cross-browser compatible, mobile-first responsive websites using Bootstrap/Foundation frameworks, HTML5, CSS3, SCSS, and jQuery.
- **Enterprise Email Campaigns:** Designed and hand-coded high-volume, responsive HTML email templates deployment-ready for major enterprise ESP platforms including Salesforce / ExactTarget, MailChimp, and Act-On.
- **Quality Assurance:** Maintained strict QA workflows, utilizing Litmus testing to verify pixel-perfect design rendering across over 15+ unique browser and inbox configurations.
- **CMS Security Operations:** Proactively monitored, patched, and maintained system-level client security architectures on highly targeted CMS instances including WordPress and Drupal

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PORTFOLIO

<https://webdevjames.com>

LANGUAGES

HTML

PHP

CSS / SCSS

JavaScript / jQuery

SOFTWARE

Adobe Creative Cloud

Beanstalk / Git

cPanel / Plesk

Litmus

MAMP Pro / Local

Microsoft Office

Node.js

Pantheon / WP Engine

Sequel Pro

Tailwind CSS / Bootstrap

Visual Studio Code

Vue.js / Nuxt

Webpack

WordPress

EMAIL SERVICE PROVIDERS

Campaign Monitor

Constant Contact

HubSpot

MailChimp

EDUCATION

Collins College (Tempe, AZ)

BA of Arts in Visual Art

Valedictorian & Dean's List

Graduated with Honors