

amber fritz

WEB DEVELOPER & DESIGNER

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amberfritz.com

I'm a web developer and designer, passionate about creating inclusive web experiences with an eye for accessibility. Since starting my web developer journey about 10 years ago, I've gathered experience in agency environments, freelance, and remote positions. I build functional, mobile-first responsive, accessible WordPress sites using the methods, standards, and tools I've come to know and trust.

EXPERIENCE

OCT 2016 // PRESENT • **Full Stack WordPress Developer & Web Designer @ FREELANCE** • *Remote*

- Specializing in custom WordPress design and development to create and upgrade client websites, enhance visitor experiences, and boost lead generation.
- Provide customized services such as graphic design and web design, WordPress updates / maintenance / troubleshooting / technical support, and ADA (WCAG) audits and remediation services.
- Clients from a variety of industries include *Gaslamp Media, Wicked+, The Agency Development Group, DirectFire Media, Full Capacity Marketing, Music Aid Northwest, Addiction Tattooing.*

DEC 2021 // APR 2023 • **Full Stack WordPress Developer @ HOWARD DEVELOPMENT & CONSULTING** • *Remote*

- Developed an ADA / WCAG audit process, quick reference, and report template to increase client audit efficiency. Shared accessibility guidelines with peers, improving developer knowledge.
- Performed rigorous quality assurance and accessibility testing on development projects, leading to a decrease in bugs reported by clients.
- Delivered high-quality, user-friendly, and accessible custom WordPress websites on time by utilizing the Understrap (Underscores + Bootstrap) starter theme and adhering to tight deadlines, resulting in positive client feedback and repeat business.
- Provided top-notch technical support to clients, responding to requests in a timely manner to maintain high customer satisfaction.

SEP 2018 // APR 2020 • **Full Stack Web Developer @ THE AGENCY CREATES** • *Beverly Hills CA*

- Efficiently developed custom multilingual WordPress websites for luxury real estate brands that improved user experience and increased lead generation and conversions.
- Created a bespoke web app utilizing the Formidable Forms plugin and custom PHP to successfully collect, organize, and store user registration information for an international PGA golf tournament.
- Coded, tested, and ensured delivery of marketing email campaigns using tools such as MJML, Litmus, NetResults, and Mailchimp.

DEC 2013 // SEP 2016 • **Full Stack WordPress Developer @ GASLAMP MEDIA** • *San Diego CA*

- Decreased initial project setup time through development of a custom Bootstrap starter theme with optimized plugins and templates included.
- Increased efficiency of developer onboarding through authoring and organizing of company processes into an internal developer knowledge base.
- Decreased technical support requests by creating a user-friendly client resource system consisting of FAQ, knowledge base, and user manuals.

SKILLS & TOOLS

WordPress

Understrap

Bootstrap

HTML5 // CSS3

PHP // phpMyAdmin

JavaScript // jQuery

SASS // SCSS

GitHub // Version Control

HTML Emails // MJML

Advanced Custom Fields

Yoast SEO

WPML

Custom Theme Development

Custom Block Development

Web Content Accessibility

Guidelines (WCAG) Accessibility

Audits

ADA Remediation

Illustrator

Photoshop

Figma

Sketch

BrowserStack

Customer Service

Content Authoring

Responsive Web Design

Photo Editing & Manipulation

EDUCATION

PLATT COLLEGE SAN DIEGO • *San Diego, CA*

Bachelor of Science: **Media Arts**

APR 2014

Associate of Science: **Graphic Design**

JAN 2013