

Dan Ogrodnik

WordPress · Shopify · React · Performance · Accessibility · Technical SEO

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Remote · Los Angeles, CA · Crestline, CA

SUMMARY

Senior front-end developer with 5+ years shipping production WordPress and Shopify sites for nonprofit, education, and enterprise clients. Currently freelancing at Rhumblin AI on conversion-focused front-end builds with React; previously shipped 50+ launches at Fervor Creative while serving as primary technical contact for a 150+ site portfolio. Specialist in Core Web Vitals, SEO, and WCAG 2.1 remediation - routinely lifting Lighthouse Performance, SEO, and Accessibility scores by 30–50 points.

SKILLS

Front-End	HTML5, CSS3, JavaScript (ES6+), TypeScript, React, jQuery, Sass, Tailwind CSS, Bootstrap, responsive design
CMS & E-Commerce	WordPress, Gutenberg, Advanced Custom Fields (ACF), WooCommerce, Shopify, Liquid
Back-End & APIs	PHP, Node.js, REST API, theme customization, custom post types
Performance, SEO & Accessibility	SEO, technical SEO, GA4, Search Console, Core Web Vitals, Lighthouse, WCAG 2.1, ADA, Schema.org, JSON-LD, SEMrush, Ahrefs, Screaming Frog
DevOps & Workflow	Git, GitHub, Docker, AWS, WP Engine, Flywheel, Agile, Scrum, Jira, Figma, Adobe XD

SELECTED ENGAGEMENTS

FIRST - Foundation for Ichthyosis & Related Skin Types

firstskinfoundation.org · WordPress, React
Global rare-disease nonprofit - \$2.2M research, 1,600+ patient registry; events, physician finder, donation flows

Virginia G. Piper Charitable Trust

pipertrust.org · WordPress
Grants site for AZ philanthropy - \$764M+ invested

Helios Education Foundation

helios.org · WordPress, Gutenberg
\$350M+ over 20 yrs; ASU Decision Center partner

Greystar / Alta luxury brand

altauptown.com · thestationbyalta.com · WordPress, ACF
100+ shared-theme multifamily sites; +30–50 pt Lighthouse

NYX Cycle

nyxcycle.com · WordPress
Brand-forward lifestyle site, custom theme

SELECTED PROJECTS

Virginia G. Piper Charitable Trust

Grants & Programs site for \$764M Arizona foundation · pipertrust.org

- Custom Gutenberg block library and ACF flexible content for the editorial team
- Image pipeline rebuild, Core Web Vitals tuning, and WCAG 2.1 AA across all flows
- Lighthouse Performance, SEO, and Accessibility scores lifted 30–50 points

Greystar / Alta - Multifamily Theme Platform

100+ luxury community sites · altauptown.com, thestationbyalta.com

- Single ACF-driven WordPress theme with property-specific Sass tokens
- Modular page-builder pattern for rapid per-property launches
- Consistent Lighthouse lifts of 30–50 points across the portfolio

FIRST Foundation - Rare-Disease Patient Hub

firstskinfoundation.org · \$2.2M research funding · 1,600+ patient registry

- WordPress build with React for interactive UI on physician finder and event surfaces

- WCAG 2.1 AA across events, registry, and donation flows; Schema.org markup for discoverability
- Designed for global patient audience including users on assistive technology

EXPERIENCE

Freelance Front-End Developer - *Rhumblin AI*

2025 – Present

Remote

- Led WordPress front-end build for FIRST - Foundation for Ichthyosis & Related Skin Types (firstskinfoundation.org), a global rare-disease nonprofit (\$2.2M research funding, 1,600+ patient registry); built on Gutenberg + GenerateBlocks with events, physician finder, and donation flows shipped with Schema.org markup and WCAG 2.1 AA accessibility
- Built additional WordPress and Shopify front-ends with React used on Shopify interactive UI on high-traffic landing and resource pages
- Built reusable Gutenberg patterns and Sass component layers so stakeholders could publish without breaking layout or accessibility
- Ran Lighthouse and Core Web Vitals audits pre-launch; tuned image delivery, font loading, and third-party scripts to hit performance targets
- Coordinated async with stakeholders; iterated against conversion and accessibility metrics rather than ticket counts alone

Web Developer - *Fervor Creative*

April 2022 – October 2024

Remote / Los Angeles, CA

- Shipped 50+ production WordPress and Shopify sites in 30 months for nonprofit, education, and multifamily real estate clients including ASU, Starbucks, The Piper Trust, and 100+ Greystar Real Estate properties
- Owned post-launch support across a 150+ site agency portfolio; triaged plugin conflicts, hosting incidents, and accessibility regressions under same-day response expectations
- Engineered custom WordPress and Shopify themes in PHP, JavaScript (ES6+), and Liquid; translated Figma designs into production front-ends meeting WCAG 2.1 AA
- Lifted Lighthouse Performance, SEO, and Accessibility scores by 30–50 points per site via Core Web Vitals tuning, Schema.org / JSON-LD, and WCAG remediation
- Partnered with designers, project managers, and QA in Agile sprints; managed releases through Git, staging environments, and WP Engine / Flywheel deployments

Freelance / Contract Web Developer - *Straight Up Digital, ANova Digital*

August 2020 – Present

Remote

- Deliver end-to-end WordPress and Shopify development for small-to-mid-market clients on retained and project bases
- Convert complex design mockups into production-grade Liquid (Shopify) and PHP / Sass (WordPress) themes; integrate REST APIs for payments, shipping, and marketing automation
- Optimize page speed, mobile usability, and accessibility post-launch; document handoff and provide async client support

EDUCATION

Master of Fine Arts (MFA), Music - California Institute of the Arts, Valencia, CA · 2013

Bachelor of Music (BM), Music - University of Hartford, Hartford, CT · 2009

CERTIFICATIONS

AWS Certified Cloud Practitioner (CLF-C02) - in progress