



MICHAEL ROSSI

**Senior WordPress Developer |
Front-End Developer**

CONTACT

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CORE SKILLS

WordPress & Web Development:

WordPress, HTML, CSS, JavaScript, PHP, Bootstrap, WooCommerce, Elementor, ACF, Custom Post Types, SharePoint, GSAP

AI-Assisted Development:

Cursor IDE, Claude / Claude CLI, GitHub Copilot, ChatGPT

UI/UX & Prototyping:

Figma, Adobe XD, Photoshop, Illustrator

Accessibility, Analytics & SEO:

ADA / WCAG practices, Axe DevTools, GA4, GTM, SEO optimization

Development Tools:

Git, GitHub, phpMyAdmin, WP Engine

PROFESSIONAL SUMMARY

Front-end and WordPress developer with 10+ years of experience designing, developing, and launching responsive digital experiences, including eight years at Kaiser Permanente.

Led end-to-end delivery of 50+ internal and external web properties and projects, from stakeholder kickoff and UI/UX design through development, testing, and production launch.

Deep experience in WordPress, PHP, JavaScript, accessibility, and user-centered design, with a track record as a go-to technical resource for cross-functional teams. Uses Cursor, Claude, GitHub Copilot, and ChatGPT to accelerate development workflows, troubleshooting, and code quality.

PROFESSIONAL EXPERIENCE

KAISER PERMANENTE - Oakland, CA | IT Applications Engineer | Sep 2016 - Nov 2024

- Led end-to-end design and development of 50+ internal and external web properties and projects, owning delivery from stakeholder kickoff and UI/UX design through development, testing, and production launch.
- Served as a go-to technical resource for WordPress development, UI/UX, web accessibility, and analytics, advising internal teams and stakeholders across Kaiser Permanente.
- Designed and developed responsive, accessible web experiences using WordPress, PHP, JavaScript, HTML5/CSS3, Bootstrap, and GSAP, including custom-coded functionality tailored to business requirements.
- Partnered with stakeholders, designers, developers, and multimedia teams to translate business needs into user-centered digital solutions serving employees, physicians, patients, and consumers.
- Led accessibility improvements and testing using ADA/WCAG practices and Axe DevTools, helping web properties meet enterprise accessibility and brand standards.
- Managed projects across the full web development lifecycle, including requirements, wireframes and prototypes, development, cross-browser QA, Dev/Staging/Production environments, and deployment.

EDUCATION & TRAINING

Art Institute of Pittsburgh | B.S., Web Design & Interactive Media | 2014

City College of San Francisco | Certificates: Python, JavaScript, jQuery | 2016

Codify Academy | Web Development Bootcamp | 2015

- Led WordPress training for stakeholder groups on content management, accessibility, and publishing best practices, enabling teams to independently maintain web content.
- Implemented and managed Google Analytics, Google Tag Manager, SEO optimizations, email campaigns, and ongoing performance improvements.

INDEPENDENT / FREELANCE WEB DEVELOPMENT - Remote | Web Designer & Developer | Dec 2014 - Present

- Design, develop, customize, and maintain WordPress and WooCommerce websites for independent clients and creative projects, balancing visual design, usability, performance, and maintainability.
- Integrate Cursor IDE with Claude CLI and other AI-assisted development tools to streamline repetitive coding tasks, troubleshoot issues faster, and improve code quality.
- Build responsive websites and interactive experiences using WordPress, Bootstrap, PHP, JavaScript, CSS, GSAP, Elementor, ACF, and related front-end technologies.
- Develop portfolio and small-business websites, implement email marketing integrations, and provide ongoing maintenance, security, and content support.
- Continue expanding current front-end and e-commerce capabilities through hands-on development and focused upskilling.

SELECTED TECHNICAL STRENGTHS

WordPress Delivery: Site architecture, development, customization, WooCommerce, Elementor, ACF, Custom Post Types, content workflows, maintenance, and stakeholder training.

Front-End Development: Responsive layouts, JavaScript interactions, PHP integrations, HTML/CSS, Bootstrap, GSAP, cross-browser testing, and production deployment.

Enterprise Web Experience: End-to-end ownership in a large healthcare environment with accessibility, brand, governance, analytics, multi-environment QA, and diverse stakeholder needs.

AI-Enabled Workflow: Practical use of Cursor, Claude / Claude CLI, GitHub Copilot, and ChatGPT to support coding, debugging, iteration, and development efficiency.