David Arias.

Full-Stack WordPress Developer · UX/UI Designer

HTML/CSS/JS · PHP · WooCommerce · Moodle (LMS) · Hosting & Cloudflare · Technical SEO · Figma

Medellín, Colombia (UTC−5) · Remote · Works US Eastern hours · English C1

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01. SUMMARY

Web Developer and UX/UI Designer with 8+ years creating user experiences and web products across education, finance, healthcare, medical aesthetics and e-commerce. I build and run production WordPress and WooCommerce sites end to end: UX research, UI design, front-end development, custom PHP plugins, payment and CRM integrations, Core Web Vitals performance, technical SEO, hosting and Cloudflare security. I have also built open-source Moodle (LMS) plugins and themes. I have worked remotely with a US-based team since 2024 and use AI-assisted development (Claude Code, Codex) to ship faster without compromising quality.

8+	6	90+	466+	133
years in UX & web	live WordPress sites	PageSpeed score	URLs SEO-monitored	open-source commits

02. SKILLS

Development: Front-End Development, PHP, JavaScript, React.js, jQuery, HTML5, CSS3, SQL/MySQL, REST API, AWS (Lex, Cognito), Git/GitHub, Responsive Design, Web Accessibility (WCAG)

WordPress & E-commerce: Custom WordPress Plugin Development, WooCommerce (HPOS), Elementor Pro, Landing Pages, Stripe, Zapier, Make, GoHighLevel (CRM), Mailgun

E-learning / LMS: Moodle Plugin & Theme Development, Moodle Administration, Learning Management System (LMS), SCORM, H5P, ActivePresenter (software simulations), Gamification, Instructional Design

Performance, SEO & Analytics: Core Web Vitals (CWV), Google PageSpeed Insights, Technical SEO, Schema Markup, Yoast SEO, Google Search Console, Google Analytics (GA4), Microsoft Clarity, Semrush, Conversion Rate Optimization (CRO), Funnel Analysis

Hosting, DevOps & Security: Cloudflare (DNS, WAF, SSL/TLS, caching, rate limiting), cPanel/WHM, Netlify, Linux, Backups, Malware Removal, Incident Response

UX/UI & Design: UI/UX Design, UX Research, Usability Testing, Product Design, User Flows, Wireframing, Figma (prototyping), Adobe Illustrator, Photoshop, After Effects, Brand Identity, Motion Graphics

AI & Collaboration: AI-Assisted Development (Claude Code, OpenAI Codex, Google Gemini), Agile/Scrum, Asana, Notion, Loom, Google Workspace, Remote Work

03. EXPERIENCE

Web Developer & Designer

May 2024 – Present

FAMA – Florida Academy of Medical Aesthetics · Pembroke Pines, FL, USA (Remote)

- Key web developer on the Agile marketing team of a US aesthetics academy and its sister med spa brands, building and maintaining 6 production WordPress/WooCommerce sites (26 including subdomains), including famaedu.com, danikmedspa.com and danikdeals.com.
- Built a custom multi-step enrollment checkout (course, date, schedule, format and payment plan, with automatic fees, discounts and custom receipts) as WordPress plugins integrated with WooCommerce, Stripe, Zapier and GoHighLevel CRM.
- Refactored 59 code snippets (~20,000 lines of PHP) into 3 versioned, modular custom plugins with per-feature toggles and WooCommerce HPOS compatibility, improving maintainability and security.
- Set the visual direction and templates of famaedu.com and redesigned danikmedspa.com (free-consultation leads) and danikdeals.com (deals store), and keep Elementor Pro landings at PageSpeed 90+, accessible and SEO-ready.

- Lead technical SEO across 466+ URLs, using Semrush, server logs and traffic data to ship prioritized fixes (redirects, heading structure, schema markup), including bulk SQL updates to the WordPress database.
- Ran UX research and funnel analysis (Microsoft Clarity heatmaps and recordings, Stripe, WooCommerce, GoHighLevel, Search Console): found usability issues in the enrollment flow and defined the conversion metric to validate fixes.
- Manage hosting, DNS and Cloudflare security (WAF, SSL Full Strict, rate limiting, caching) for 9 domains (WPMU DEV, cPanel/WHM, Netlify, Hostinger); run weekly backups, malware scans and updates; retired ~20 unused hosting accounts.

UI & Graphic Designer

Sep 2023 – May 2024

Freelance · Remote

- Redesigned the UI of two products, Softask (task management app) and Avril (fuel-station management web app), with user flows and interactive Figma prototypes.
- Created brand identities, social media graphics and promotional videos for small businesses and events.

Software Developer

Jul 2022 – Jul 2023

BambuCo · Medellín, Colombia (Remote)

- Developed Ludifica, an open-source Moodle gamification plugin (133 commits): badge sharing to social networks, dynamic help, completion reward points and 3 visual templates for Moodle 3.11 and 4.0.
- Built Vitrina, a Moodle course-catalog block with tabbed views, sorting, filters and query validation following Moodle coding standards, and contributed 38 commits to theme_abierta for Universidad de Medellín's UVirtual Abierta.
- Built "ChatIA", a Spanish-language virtual assistant that helps Moodle students find course resources: a custom JavaScript chat interface connected to Amazon Lex V2 through the AWS SDK and Amazon Cognito (Webpack, Babel).

Virtual Education Analyst

Jun 2018 – Jun 2022

Confiar Cooperativa Financiera · Medellín, Colombia

- Administered the Escuela Confiar Moodle LMS; also built and supported an internal WordPress site.
- Built 30+ responsive e-learning units as HTML/CSS/JavaScript SCORM packages (layout, interactions and animations) on reusable SCORM templates I created and tracked in Moodle, including Universo CRM, a gamified course that trained staff at 50+ branches on the company CRM.
- Developed 16 interactive CRM software simulations (ActivePresenter, SCORM) so staff could practice real workflows (client search, advisory records, interaction logging) inside the course.
- Created 10+ HTML/CSS knowledge-base microsites for the company intranet, plus H5P activities, illustrated stories, video tutorials and campaign graphics for marketing and knowledge-management initiatives.

04. AWARDS & VOLUNTEERING

Creative Leader

Apr 2021 – Oct 2021

Google Developer Student Clubs (DSC) EAFIT · Remote

- **Winner, Microsoft Hackathon Colombia 2021** with "Career Recommendation", a React.js app that recommends university careers: led a 7-person Scrum team on front-end, visual identity and motion design, and produced the promo video.
- Co-created Placy (local discovery app: idea, business model, brand and UI) and designed the front-end of AnimeIA.

05. EDUCATION

Technologist in Multimedia Production · SENA (Servicio Nacional de Aprendizaje) · Dec 2016 – Dec 2018 · GPA 4.5/5.0

Technical Degree in Multimedia Production · Institución Educativa Maestro Fernando Botero · 2015 – 2016

06. LANGUAGES

Spanish (native) · English (C1, full professional proficiency)

07. OPEN-SOURCE CODE

github.com/bambuco/moodle-block_ludifica ↗ github.com/bambuco/moodle-block_vitrina ↗ github.com/UdeMedellin/moodle-theme_abierta ↗

Open to new opportunities!