

Aaron Ford-Wright

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Front-End Developer

Front-End Developer with 5 years of experience building responsive, accessible, SEO-minded websites for SaaS and agency clients using HTML5, CSS, JavaScript, PHP, and WordPress, with React experience from personal projects. Turns design mockups into production pages, improves site performance, and supports lead generation through analytics and conversion tracking.

Technical Skills

Languages	HTML5, CSS3, JavaScript (ES6+), TypeScript, PHP
Front-End & CMS	WordPress, React.js, Next.js, Redux, Tailwind CSS (React stack: personal projects)
Performance, SEO & Analytics	Lighthouse, GA4, Google Tag Manager
Tools	Git, npm, Webpack, Vite, Vitest, Adobe XD, Illustrator

Professional Experience

Front-End Developer, WhatConverts

Remote | 3/2026 – Present

- Build and maintain responsive website pages and features with PHP, JavaScript, CSS, and HTML in a fast-paced SaaS environment, with consistent performance across devices and browsers.
- Manage site performance updates, technical SEO improvements, and redirects to support page speed and search visibility.
- Implement and maintain cookie consent and compliance software and create on-brand marketing email templates.
- Collaborate with marketing and product teams on lead generation and conversion tracking, and troubleshoot front-end issues.

Web Developer, ArtForm Business Solutions

Remote | 8/2023 – 3/2026

- Built and maintained responsive websites and landing pages with JavaScript, PHP, HTML, and CSS, translating Adobe XD mockups into client-ready UI alongside designers in Agile sprints.
- Developed custom themes and templates within content management systems (CMS).
- Implemented Google Analytics 4 (GA4) and Google Tag Manager to track user behavior, improve conversion rates, and optimize campaigns.

Web Developer, FreshMove Media

Glen Allen, VA | 11/2021 – 8/2023

- Developed custom marketing websites with HTML, CSS, JavaScript, and WordPress
- Maintained performance for 30+ B2B and B2C client sites.
- Overhauled the front-end structure of dozens of client websites, improving layout, accessibility, and Lighthouse audit scores.

Education

Virginia Commonwealth University, Richmond, VA
Bachelor of Arts in Theatre, December 2018