JOSH SOBERDASH

UX/UI DESIGNER / DEVELOPER / TECHNICAL LEAD

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Summary

Creative and detail-oriented Senior Web Designer and Developer with over a decade of experience crafting responsive, user-centric websites and web applications. Specializing in front-end development, UI/UX design, and modern frameworks, with a strong command of HTML5, CSS3, JavaScript, and WordPress. Adept at turning complex concepts into visually appealing, functional digital experiences across desktop and mobile platforms. Proven track record of delivering high-performance, W3C-compliant websites with an emphasis on SEO, speed optimization, and cross-browser compatibility. Passionate about creating impactful, scalable solutions that drive engagement and support business goals.

Work Experience

Flying Cork Media | May 2019 – 2024

Designer, Developer, Technical Lead

Innovative and detail-focused Designer/Developer with a strong background in creating responsive, accessible, and user-friendly web interfaces. Proficient in modern technologies including HTML5, CSS3, JavaScript, React, and WordPress. Experienced in collaborating with design and back-end teams to deliver seamless digital experiences. Skilled in optimizing websites for performance, SEO, and cross-browser compatibility. Passionate about clean code, UI/UX best practices, and staying ahead of front-end trends.

- Collaborated with clients to define project scope, timelines, and deliverables, ensuring on-time and on-budget project completion.
- Designed and developed 100+ custom websites using WordPress and Elementor, optimized for mobile and fast page load.
- Lead and manage larger-scale WordPress projects from concept to completion.
- Design website layouts, wireframes, and prototypes in Figma for client approval.
- Wireframing & Prototyping: Created high-fidelity wireframes to test different layouts and interactions. Implemented responsive design principles and ensured cross-browser compatibility to enhance usability on all devices.
- Create and export web-ready assets including icons, images, and UI components
- Delegate development and design tasks to team members based on project scope and timeline. Oversee quality control to ensure consistent branding, performance, and functionality. Collaborate with developers and designers to ensure pixel-perfect implementation of Figma designs..
- Conducted user research, created wireframes, and developed prototypes to align design solutions with business objectives. User Research & Competitor Analysis: Conducted surveys and heatmap analysis to understand user behavior. Led UX/UI design sessions to map user journeys and wireframe mobile-first designs.
- Maintained client WP websites with monthly updates, plugin audits, backups, and security hardening. Managed website hosting and optimization for performance, uptime, and security. Maintain communication with clients and stakeholders throughout the project lifecycle. Collaborated with clients to gather requirements and provide ongoing website maintenance and support.
- Customize themes and templates to align with brand identity and UX best practices. Design and develop custom, responsive websites . and landing pages.
- Migrate existing websites to WordPress while preserving content, SEO, and functionality
- Manage and update WordPress plugins and themes to ensure site security and performance
- Troubleshoot layout issues, plugin conflicts, and site errors post-migration. Troubleshooting layout issues across different devices and browsers
- Design, build, and maintain websites and web applications using HTML, CSS, JavaScript, and relevant technologies adhering to best software development practices
- Developed custom WordPress websites using Elementor, ACF, and advanced PHP templating. Using custom post types, Advanced Custom Fields (ACF)
- Automated deployment workflows using Git, command-line tools, and Gulp to streamline production. Performing site migrations, staging setup, and content updates. Manage the deployment and rollout of website updates, ensuring minimal disruption. Managing and updating plugins and ensuring compatibility
- Connected WordPress front ends to REST APIs and custom database queries for dynamic content.

- Optimized websites for SEO and performance, including CDN configuration, caching, and compression. Optimizing images, fonts, and assets for fast load times. Optimize sites for speed, mobile performance, and search engine visibility
- Integrated custom contact forms, booking tools, and eCommerce features tailored to each client's needs.
- Building and customizing WordPress themes using Elementor
- Design/Developing and maintaining responsive page templates
- Creating custom layouts and sections with Elementor widgets
- Implementing custom CSS and JavaScript for unique styling and behavior
- Ensuring accessibility compliance (WCAG standards)
- Creating reusable templates and global widgets in Elementor
- Using Elementor Pro features like Theme Builder, Popup Builder, and Dynamic Content
- Integrating third-party tools (e.g., Mailchimp, Google Maps, WooCommerce)
- Collaborating with designers and back-end developers for seamless integration

Gatesman Agency | 2016 – 2019
Senior Digital Developer / Email Marketing / Interactive Animator

At Gatesman Agency, served as a multi-disciplinary Digital Designer and Developer, specializing in creating dynamic, user-focused digital experiences across web, email, and advertising channels. Led the development of responsive HTML5 banner ads and interactive campaigns for diverse clients, utilizing the latest JavaScript frameworks and animation tools like GSAP. Designed, coded, and deployed high-impact email marketing campaigns with automated workflows and CRM integrations, optimizing performance and deliverability. Contributed to building scalable, modular front-end components, and streamlined deployment processes through automated build systems and CI/CD pipelines. Collaborated closely with creative, marketing, and development teams to bring engaging, data-driven digital strategies to life.

- Managed tasks & deadlines for self and team members, communicated goals and deadlines. Took major projects from concept to completion. Project research, planning, and execution. Developed initial project assessments and research, organized and documented detailed design, functional requirements.
- Provided content audits, information architecture, as well as, site maps and user flows. Create wireframes, prototypes, and high-fidelity mock-ups Illustrating design ideas using storyboards, process flows and sitemaps
- Supported project proposals, timelines, and budgets from a design and development standpoint. Worked with project managers to maintain client status and provide design/development experience.
- Led front-end architecture and implementation for high-traffic web applications using React, JavaScript, HTML5, and CSS3.
- Translated UI/UX designs into pixel-perfect, responsive components across desktop and mobile platforms.
- Mentored junior developers, conducted code reviews, and established front-end development standards and best practices.
- Integrated RESTful APIs and third-party services to support dynamic, data-driven content and features.
- Managed complex builds using tools like Webpack, Gulp, and NPM for optimized performance and maintainability.
- Collaborated cross-functionally with designers, product managers, and back-end engineers to deliver cohesive user experiences.
- Led front-end performance audits and implemented enhancements that reduced page load times by 40%+.
- Ensured cross-browser compatibility and accessibility compliance (WCAG, ADA).
- Implemented and maintained version control workflows using Git. Automated workflows using Gulp for CSS preprocessing,image optimization, and minification.
- Built and maintained modular, reusable components and a front-end design system for scalable development.
- Deployed websites and applications across various environments, handling QA, staging, and production workflows.
- Monitored user behavior via Google Analytics and adjusted UI patterns to improve engagement and reduce bounce rates.

Brunner Agency | *September 2014 – August 2016*
Digital Designer/Developer

Creative and technically skilled Digital Designer/Developer with a strong background in crafting visually compelling, responsive digital experiences across web, email, and interactive media. Adept at combining design aesthetics with front-end development using HTML, CSS, JavaScript, and WordPress. Experienced in designing and coding high-performing email campaigns, animated web content, and marketing assets that drive user engagement and conversions. Collaborative team player with a focus on performance, usability, and brand consistency across digital platforms.

- UX Design and Web design of websites, mobile, and other applications.
- Designed and developed visually engaging digital assets, including responsive websites, HTML emails, banners, and social media graphics.
- Built and maintained high-converting email marketing campaigns using tools like Mailchimp, and Constant Contact.
- Developed animated web experiences using CSS animations, GSAP, and Lottie to enhance user engagement and storytelling.
- Collaborated with marketing and dev teams to design interactive landing pages that boosted conversions and user interaction.
- Created interactive prototypes and wireframes in Figma/Adobe XD for seamless UI/UX handoff.
- Managed cross-browser testing and optimization for all digital campaigns and frontend builds.
- Integrated email tracking, campaign automation, and analytics using Google Analytics and third-party platforms.
- Ensured all design and development work met accessibility standards (WCAG) and followed brand guidelines.
- Creating and presenting client ready mobile/desktop wireframes
- ReactJS, VueJS, and other JS mvc style frameworks
- Responsive frameworks (Pattern Lab , Bootstrap, Foundation, Custom, Etc.)
- Cross Browser Validated HTML5/CSS / testing / debugging css/js
- Working in an Agile environment and running daily standup SCRUM/WIP
- Mobile First/Progressive Enhancement paradigms
- Developing with optimization best practices and minifications (Website Speed)

Education

The Art Institute of Pittsburgh
Bachelor of Science Interactive Media & Web Design
Graduated with Honors
December 2011

Skills

Web Development:
HTML5, CSS3, JavaScript (ES6+), PHP, React, NPM, Node.js, Gulp, Git, JSON, REST APIs

CMS & Platforms:
WordPress, Elementor, Divi, WooCommerce, Wix, Squarespace, Shopify

Design & UX/UI:
Figma, Adobe XD, Photoshop, Responsive/Mobile-first Design, UX Audits, Prototyping

SEO & Marketing:
Google Local SEO, On-Page SEO, Schema Markup, Google Analytics, Tag Manager, Meta Tags, Page Speed Optimization

Email Marketing & Development:
 HTML Email Templates, Mailchimp, Constant Contact,, Responsive Email Design,
Campaign Tracking, Email Automation

DevOps & Tools:
 Git/GitHub, Gulp, Webpack, Chrome DevTools, Lighthouse, Hosting (cPanel, Bluehost,
SiteGround), DNS & Domain Management

Other Trending Tech:
 Headless CMS, JAMstack, AI tools for design/dev, Web Accessibility (WCAG), Progressive
Web Apps (PWA), CSS Frameworks (Tailwind, Bootstrap)