

Christine Lee

chris@4thfloor.com • Walnut Creek, CA • (925) 322-0062 • 4thfloor.com

I'm a detail-oriented web designer and developer with over 25 years of experience, specializing in WordPress and full-site management. I bring a strong eye for design, solid technical skills, and a practical, problem-solving mindset to every project. I'm known for being efficient, responsive, and easy to collaborate with. Recently, I've been incorporating AI tools into my workflow to streamline development and deliver faster, smarter solutions. I'm looking for opportunities where I can combine my experience, creativity, and forward-thinking approach to create meaningful digital experiences.

Professional Experience

Webmaster • Ciao Bambino! • ciaobambino.com

December 2019 to present

- › Own all technical aspects of ciaobambino.com, including front- and back-end WordPress development, image optimization, DNS management, and serving as primary point of contact with web host
- › Design and implement new site sections and lead site-wide redesigns with a focus on responsive layout, accessibility, SEO, and Core Web Vitals; continuously refine UX and page performance across devices
- › Build and maintain advanced WordPress functionality using custom post types, custom taxonomies, ACF, Gravity Forms, FacetWP, Relevanssi, and custom PHP
- › Integrate third-party platforms such as Zoho CRM and Amazon Web Services S3
- › Develop conversion-focused marketing tools including newsletter signups, lead magnets, and targeted landing pages; continuously monitor and optimize performance across website and social campaigns using GA4, GTM, SEMrush, Search Console, and Hotjar to increase traffic, engagement, and conversions
- › Manage content publishing, WordPress and plugin updates, and overall maintenance for a high-traffic site serving 30–45K users/month and 50–100K hits/month

Webmaster • SEARCH • search.org

September 2003 to present

- › Design, develop, and maintain six organizational websites, including the main corporate site, two secure member portals, and the Clean Slate Community of Practice at cleanslatecop.search.org
- › Build fully customized WordPress sites using Custom Post Types, Advanced Custom Fields (ACF), Elementor Pro, and hand-coded PHP, CSS, and JavaScript
- › Integrate third-party tools for transactions and engagement, including Wufoo, Square, and PayPal
- › Monitor SEO performance and technical health using GA4, Google Search Console, and other tools
- › Perform regular content updates, security checks, WordPress core and plugin maintenance, and DNS management to ensure site stability and performance
- › Develop event-specific microsites twice a year with integrated registration and online payment systems
- › Manage high-traffic resources such as the ISP List, which receives 5–6K hits per day, contributing to over 25K monthly visitors and 1.5M monthly hits across all sites

Freelance Web Designer & Developer

December 2002 to present

- › Worked independently and in partnership with digital agencies to develop custom web solutions for clients including Benefit Cosmetics, The North Face, JanSport, Steve Madden, and Genentech
- › Delivered a wide range of projects, including custom WordPress themes, plugins, and websites; standalone microsites; custom media components; and ongoing technical support and maintenance
- › Collaborated with designers, project managers, developers, and non-technical stakeholders to deliver seamless, cross-browser, responsive user experiences, thoughtfully extending client designs to new pages and components while ensuring consistent brand expression
- › Hand-coded responsive front-end layouts using HTML, CSS, JavaScript, PHP, ASP, and ColdFusion
- › Created graphic design assets for websites, email campaigns, and printed materials
- › Administered and optimized databases (MySQL, SQL Server, Microsoft Access) in support of custom application development

Skills

Languages & Technologies

HTML, CSS, JavaScript, jQuery, PHP, ASP, SQL/MySQL, FTP/SFTP, cPanel, Plesk, DNS Management, AWS S3

CMS & Tools

WordPress (custom themes, ACF, CPT UI), Gravity Forms (Zoho integration), FacetWP, Relevanssi Pro, Yoast SEO, Staging & Version Control

Performance & Optimization

Core Web Vitals, Speed Optimization, Image Compression, Script Handling

Analytics & Tracking

Google Analytics 4, Search Console, Google Tag Manager, SEMrush, Hotjar

Design & UX

Adobe Photoshop, Illustrator, Canva, UI/UX Design, Accessibility Best Practices

Other Skills

AI-assisted workflows, Cross-browser Compatibility, Attention to Detail, Clear Communication, Strong Problem-Solving, Time Management

Clients

Ciao Bambino!
SEARCH
JanSport
The North Face

Steve Madden
Benefit Cosmetics
Genentech
Blue Diamond

Almond Breeze
Aidells Sausage Company
California Lottery
California Student Aid Commission

Education

Bachelor of Science
Hillsdale College*

Major: Chemistry, Minor: Mathematics
**not aligned with school's ideology*