

WORDPRESS & FRONT-END DEVELOPER

Cristhian George Lara Serrano

PHP, JavaScript, Shopify & integrations

Santo Domingo, Dominican Republic

+1 (809) 321-2753

cristianlaraserrano14@gmail.com

LinkedIn | Portfolio | GitHub

PROFESSIONAL SUMMARY

Web developer with professional experience in digital agencies since 2013, specializing in WordPress, Front-End development, and integrations. Has contributed directly or indirectly to more than 40 WordPress projects, working with custom and existing themes, Elementor, ACF/ACF Pro, Custom Post Types, the WordPress REST API, and custom object-oriented PHP plugins. Complements this background with professional WooCommerce and Shopify/Liquid experience, performance optimization, technical SEO, accessibility, and production website operations.

CORE SKILLS

WordPress · Front-End Development · Custom Themes · Plugin Development · Elementor · ACF/ACF Pro · Custom Post Types · WordPress REST API · PHP/OOP · JavaScript ES6+ · HTML5/CSS3 · WooCommerce · Shopify/Liquid · API Integrations · Core Web Vitals · Git/GitHub

PROFESSIONAL EXPERIENCE

Front-End Developer · Rotûlus Creative

January 2017 - Present · Dominican Republic

- Contributed directly or indirectly to more than 40 WordPress projects in an agency environment, including custom themes, existing themes, Elementor, and other page builders.
- Developed and maintained solutions using WordPress, HTML, CSS, JavaScript, PHP, MySQL, ACF/ACF Pro, Custom Post Types, and the WordPress REST API.
- Built custom plugins, integrations, and functionality for configurators, calculators, dynamic forms, inventories, and administrative workflows using JavaScript, AJAX, PHP, authentication, and data synchronization.
- Translated supplied Figma designs into responsive WordPress interfaces with strong visual fidelity while collaborating regularly with design and account teams.
- Worked with WooCommerce in a practical professional context and modified Shopify themes, custom sections/pages, and JSON structures using Liquid.
- Optimized Core Web Vitals, speed, semantic structure, accessibility, and technical SEO using Lighthouse and PageSpeed Insights.
- Managed cPanel, hosting, domains, WordPress migrations, maintenance, production troubleshooting, and development-to-production workflows.

Web Master · OMD Dominicana

October 2013 - October 2016 · Marketing and advertising agency, Dominican Republic

- Coded and implemented HTML, CSS, and JavaScript interfaces for high-traffic digital advertising campaigns, working functionally as a Web Developer.
- Collaborated with a multidisciplinary team and coordinated work with design and account teams in a marketing and advertising agency.

Web Developer · Berrywhale

2013 · Approximately six months

- Performed web development and front-end implementation using HTML, CSS, and JavaScript.

SELECTED PROJECTS

RTLS - Real Estate API Connector

WordPress · PHP OOP · JavaScript · AJAX · REST API · Custom Post Types

- Developed the Front-End interface and administrative workflow for an internal plugin/connector.
- Implemented real estate data synchronization with external systems and loaded data into WordPress through Custom Post Types and custom fields.

MJ Real Estate - Custom WordPress platform

WordPress · JavaScript · REST API · Core Web Vitals · mj.com.do

- Developed a custom WordPress theme connected to a proprietary REST API, including property inventory, cards, modal details, and an interactive mortgage calculator.
- Refactored key resources; historical evidence reports a Lighthouse performance score of 85+/100 for this project.

Optitab - B2B cutting-order configurator

WordPress · JavaScript ES6+ · DOM · ExcelJS · terrard.com/optitab

- Built a B2B parts configurator inside WordPress with a dynamic material selector, digitizing a workflow previously based on physical forms.
- Implemented Excel export for configured cutting lists using ExcelJS, reducing the technical team's involvement in preparing quote requests.

TECHNICAL SKILLS

WORDPRESS/CMS

WordPress, custom themes, plugins, Elementor, ACF/ACF Pro, Custom Post Types, Hooks & Filters, WordPress REST API, WooCommerce (practical professional use).

FRONT-END

HTML5, CSS3, SCSS/Sass (practical use), JavaScript ES6+, DOM, AJAX, responsive development, and Figma design handoff.

BACKEND & INTEGRATIONS

PHP, object-oriented PHP, MySQL, REST APIs, token-based authentication, third-party integrations, and data synchronization.

SHOPIFY

Theme modifications, custom sections/pages, Liquid, and JSON structures; complementary professional experience.

HOSTING & CLOUD

cPanel, Apache/Nginx in hosting environments, SSH, practical exposure to AWS, domain management, and WordPress migrations.

PERFORMANCE & COLLABORATION

Core Web Vitals, Lighthouse, PageSpeed Insights, technical SEO, accessibility, Git, and GitHub.

EDUCATION & TRAINING

Computer Engineering studies - UTESA, Santo Domingo · 2010 - 2014

Web Development with React and TypeScript - Udemy · 2024

LANGUAGES

Spanish - Native

English - A2+ functional