

José Félix Zapata Rivero

Colombia

LinkedIn | GitHub | Portfolio | contact@felixdev.com

ABOUT ME

Web Developer with 8+ years of experience specializing in WordPress, working with PHP, JavaScript, HTML, and CSS to build, customize, and maintain high-performance websites.

Strong background in custom themes, plugin development, performance optimization, technical SEO, and security best practices. Experienced with builders such as Elementor, Bricks, Divi, and Avada, as well as fully custom themes developed from scratch.

Comfortable working in remote, cross-functional teams, following Git-based workflows, and communicating fluently in English (B2).

EXPERIENCE

WordPress Developer

Remote

Freelancer | Workana

Dec 2024 – Present

- Designed and developed custom WordPress websites, ensuring professional UI, performance, and maintainability.
- Built custom WordPress plugins to deliver client-specific functionalities.
- Troubleshoot and resolved production issues including plugin conflicts, form errors, performance bottlenecks, and responsiveness issues.
- Implemented new features and performance improvements to enhance user experience.
- Provided continuous maintenance, updates, and technical support.
- Built custom solutions in Liferay, including complete websites, custom components, and enterprise-level adaptations.

SSr WordPress Developer

Remote

Realtive – Workana

Aug 2024 – Nov 2024

- Designed and developed custom WordPress websites with strong UX/UI and optimized performance.
- Created custom plugins to implement advanced, client-specific functionalities.
- Diagnosed and fixed issues in existing websites, ensuring stability and continuous improvement.
- Developed and enhanced features within a Laravel-based system, integrating frontend and backend logic.
- Applied performance adjustments and optimizations to improve overall user experience.

Web Programmer (WordPress)

Colombia

SMDigital

2022 – Aug 2024

- Managed, optimized, and maintained 20+ production WordPress websites, ensuring performance, security, and stability.
- Developed custom websites from Photoshop, Adobe XD, and Figma designs, using custom PHP themes or visual builders.
- Built tailored solutions in Liferay, including complete sites, custom components, and enterprise-level adaptations.
- Created custom plugins, API integrations, and backend enhancements.
- Designed and built high-converting landing pages for marketing and advertising campaigns.
- Performed continuous optimizations including speed improvements, technical SEO, accessibility, and information architecture.

Digital Marketing & Frontend Specialist

Remote

Freelancer

2019 – 2021

- Scaled audiences from 3k to 20k using data-driven experimentation.
- Built optimized landing pages and funnels to increase conversions and engagement.

Systems Administrator & Web Developer

Colombia

Corporiente SAS

2017 – 2019

- Managed and optimized a PHP-based control system, improving efficiency and stability.
- Maintained and optimized company websites to improve performance and usability.
- Redesigned the corporate website, enhancing accessibility and user experience.

SKILLS

WordPress: Custom Themes, Child Themes, Plugin Development, Site Configuration, Maintenance

Backend & APIs: PHP, MySQL, REST APIs

Frontend: HTML5, CSS3, JavaScript (ES6+), React, Responsive Design, Accessibility

Performance & SEO: Speed Optimization, Caching, Technical SEO, Security Best Practices

Tools & Workflow: Git, GitHub, Figma, QA Testing, Backups & Updates

EDUCATION

Computer Engineer – National Experimental University Rómulo Gallegos, Venezuela <i>Engineering</i>	<i>2009–2014</i>
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Platzi, Remote <i>WordPress Development Career</i>	<i>2022</i>
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Front-End Development in ReactJS – Geek Academy, Remote <i>Front-End Bootcamp</i>	<i>2021</i>
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Master in Digital Marketing & Web Analytics – Neetwork, Remote <i>Marketing</i>	<i>2019–2020</i>
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