

Dennis Valansi

Senior Web Developer · WordPress & E-Commerce

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PROFESSIONAL SUMMARY

Senior web developer with 15+ years building, scaling, and maintaining websites for clients ranging from independent businesses to global enterprises. Deep specialization in WordPress and WooCommerce, paired with extensive Shopify experience — including custom Liquid theme development, app and payment integrations, store migrations, and Shopify Plus builds. Strong full-stack range across front-end development, server administration, SEO, and accessibility (WCAG 2.1 AA). Equally comfortable owning a project end to end or contributing as part of a cross-functional team.

WORK EXPERIENCE

Freelance Web Developer & Designer

Dec 2021 - Present

- Design, build, and maintain custom WordPress and Shopify websites for a varied client base, translating each client's vision into polished, conversion-focused sites.
- Develop and customize Shopify storefronts using Liquid, including theme customization, third-party app integration, and checkout and payment configuration.
- Provide ongoing site management covering performance optimization, security hardening, SEO, and accessibility compliance.

Web Developer, IAW World

Sep 2020 - Present

- Develop and maintain enterprise e-commerce websites across both WooCommerce and Shopify, contributing to front-end builds and ongoing platform management.
- Build and extend Shopify storefronts with custom Liquid templating, app integrations, and storefront performance tuning for high-traffic catalogs.
- Partner with design and marketing stakeholders to ship features, resolve production issues, and keep large catalogs performant and stable.

Senior Web Developer, The Help Group — Sherman Oaks, CA

Jan 2013 - Dec 2021

- Designed, developed, and maintained a portfolio of 12 WordPress websites for a nonprofit organization serving children and young adults with special needs.
- Built new sites from the ground up and modernized existing properties while enforcing web standards, accessibility guidelines, and security best practices across the portfolio.
- Owned the full lifecycle of each site — design, development, content, and ongoing maintenance.

Web Developer, Artisan Media

Aug 2011 - Sep 2012

- Delivered web design and front-end builds in HTML and CSS alongside corporate and promotional design collateral for clients.
- Created and expanded the company's social media presence across blogs, Facebook, and Twitter.

Web Developer, Imago Interactive

Dec 2009 - Jan 2011

- Contributed to large-scale interactive projects for major brands including Disney and Universal Studios.

Graphic & Web Designer, Merlan Creative

Jan 2008 - Dec 2009

- Designed and maintained the company website plus marketing collateral including flyers, brochures, email campaigns, and business cards.
- Subcontracted on projects for Universal Studios Singapore and provided IT and consulting support for Disney's "A Christmas Carol" train ride.

Systems Engineer, Kaiser Permanente

Sep 2004 - Sep 2008

- Managed IT operations and end-user support for a 200-person department.

TECHNICAL SKILLS

E-Commerce: Shopify (Liquid, theme dev, Shopify Plus, app integration, migrations), WooCommerce, payment processing, cart & checkout optimization

Front-End: HTML5, CSS3, JavaScript, jQuery, React, Bootstrap, responsive & adaptive design

SEO & Analytics: Technical SEO, Google Analytics, Search Console, Tag Manager, Google Ads

Infrastructure: AWS, Azure, SSL, DNS, FTP/SFTP, performance & uptime monitoring

CMS & Platforms: WordPress, Elementor, custom themes & plugins, headless CMS, LMS

Back-End: PHP, MySQL, REST APIs, third-party integrations

Design: Adobe Photoshop, XD, Creative Suite, Figma, UI/UX, Final Cut Pro

Practices & Tools: Git, GitHub, Agile/Scrum, Jira, Slack, WCAG accessibility, QA & debugging

EDUCATION

B.A., Web Design

California State University, Northridge (CSUN)

CERTIFICATIONS

- CompTIA Security+
- Google Analytics Certified
- Certified ScrumMaster (CSM)