

Jon Field

Web Developer | Los Angeles, CA, USA | (707) 631-4978 | jonfield@hey.com | linkedin.com/in/fieldjon/

Experience

Strausberg Group

Web Developer

Jul 2018 - Present

- Built an in-house WordPress starter theme (ACF, custom post types, Gulp) that replaced page-builder dependency, cut debugging time, and sped up new-site launches.
- Wrote WCAG 2.2 AA pre-launch checklist and trained designers/devs on it; new sites ship with 90+ Core Web Vitals scores.
- Client-facing development lead for strategy workshops, timeline-planning, and training hand-offs; minimized approval cycles through clearer prototypes and reduced production timelines.
- Review analytics data to understand user journeys and content gaps, then turned those findings into website action plans.
- Full-stack development and troubleshooting for server deployments (WP Engine, DigitalOcean), DNS/email moves, and performance tuning (object caching, image optimization).
- Led the agency's move from Photoshop to Figma—training design team on auto-layout, components, and mobile-first thinking, and running ongoing meetings on UI trends, accessibility, and privacy.

FreightPOP

Marketing Coordinator

Jul 2017 - May 2018

- Full website redesign: built and maintained a WordPress site with modular HTML/CSS/JS components.
- Owned on-page & technical SEO: updated metadata, and internal links; improved load times and wrote blog content resulting in traffic doubling six months post launch.
- Ran A/B testing to optimize CTAs and contact flow UX, resulting in a 40% lift in free trial conversions over 6 months.
- Cleaned analytics data and updated a daily dashboard so the CEO and team could see up-to-date status on marketing efforts.

9 Dots Community Learning Center

Student Marketing Consultant

Feb 2017 - May 2017

- Landed the project independently—cold-called local nonprofits, secured 9 Dots as a client, and kept my faculty advisor in the loop for feedback.
- Interviewed staff and surveyed students to capture what each group needed from the new after-school program; compiled findings into a brief for leadership.
- Drafted website copy with designed high-fidelity page layouts and wrote a 12-month outreach plan that mixed on-campus events, emails marketing, and social posts to grow enrollment and community donations.

Skills

Technologies: HTML/CSS · Javascript · Gulp.js · PHP · Git · Looker Studio · WCAG 2.1 (AA) · Google Analytics · Google Cloud Platform · AWS · Looker · React.js · SAGE/ROOTS · Tailwind CSS · Figma · Adobe Photoshop · Adobe Illustrator

Specialties: WordPress · SEO · Usability Testing · CMS Training · Performance Optimization · DRY Development · API Integration · Wireframing · Documentation Writing · Sitemaps · Modular Design · A/B Testing · UX Research · Technical Project Management · Mobile-First Design · Performance Auditing · High-Fidelity Prototyping · Content Strategy

Education

Biola University

May 2017

Bachelor of Science | Business Administration, Marketing