

# Peter Roden

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## Summary

WordPress developer with 10+ years of experience building and maintaining more than 100 custom websites for agencies, nonprofits, higher education, and mission-driven organizations. Skilled in architecting custom themes, plugins, structured content models, search tools, and integrations. Known for producing accessible, stable, and easy-to-maintain sites that translate designs into pixel-perfect pages capable of supporting complex content and long-term growth. Work ranges from new builds to full rebuilds, technical audits, and enhancements to existing sites.

## Skills

### WordPress & Back-End Development

Custom themes and plugins, Gutenberg and ACF block development, PHP, MySQL, template hierarchy, custom post types and taxonomies, multisite experience.

### Front-End & JavaScript

HTML, CSS/SASS, JavaScript, jQuery, React, responsive layouts, web animations,.

### Performance, Security & Accessibility

Site speed optimization, caching and query tuning, security hardening, authentication, access control, WCAG 2.1 AA compliance, semantic markup, assistive technology testing, schema, technical SEO.

### Hosting, Deployment & Infrastructure

WP Engine, Pantheon, Linux hosting environments, Cloudflare, DNS management, development/staging/production workflows, CDN caching, automated backups, edge computing,

### Tools & Workflows

Git, GitHub, WP-CLI, REST API integrations, JSON, OpenAI API, Hubspot, Google Analytics, Google Tag Manager, debugging tools (Query Monitor, browser DevTools), Composer.

### Design, Prototyping & Media Production

Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Audition), UX/UI design, video and audio post-production, image optimization.

### Collaboration & Project Delivery

Project management, client communication, cross-functional teamwork, requirements translation, documentation, agile workflows, collaboration and project-tracking tools.

## Experience

### **Freelance WordPress Developer — 2012–present**

Lead developer for agencies and independent clients across higher education, nonprofits, bioscience, arts, and B2B. Designed and built a wide range of custom WordPress sites, often involving complex functionality, structured content models, flexible block systems, and integrations with third-party APIs.

Key contributions include:

- Building custom WordPress platforms from scratch using custom themes, plugins, custom post types, taxonomies, and block-based editorial tools.
- Improving site performance through caching, database optimization, code refactoring, and hosting-level tuning.
- Ensuring WCAG 2.1 AA accessibility compliance and delivering stable, maintainable long-term builds.
- Working closely with designers to translate layouts into accurate, high-fidelity front-end experiences.
- Supporting organizations through ongoing maintenance, feature development, migrations, and redesigns.

Selected projects are available at [peterroden.com](http://peterroden.com), including work for Harvard Medical School, All Hands and Hearts, Heritage Vision Plans, and other mission-driven organizations.

### **Additional Background (Earlier Career)**

Provided technical leadership for venture-backed companies and academic computing groups, including work at MIT. Details available upon request.

## Education

B.S., Computer Science — Antioch University, San Francisco, CA

A.A., Film & Communications — McGill University, Montreal, QC

Graduate coursework — Harvard University (Business Administration); MIT (Technology Administration)

Certificates — Project Management (Boston University); Digital Accessibility Services (Harvard University)

## Languages & Citizenship

**Languages:** English, French, Czech (conversational)

**Citizenship:** United States and Canada