

Julian Ware

Senior Web Producer | Front End WordPress Specialist

UX | WordPress | Front End Production | Conversion | QA | SEO | AI Assisted Workflows

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SUMMARY

Senior web producer and front end WordPress specialist with 15 plus years of experience building and improving business critical websites.

I am useful on complex web work where code, content, usability, search visibility, QA, and business priorities all affect the result. I can find the weak spot, make a practical decision, and help get better work shipped.

KEY IMPACT

- Redesigned moveBuddha's primary lead capture flow, helping lift the site's main revenue channel by 1 to 2 percent.
- Redesigned moveBuddha's moving cost calculator results page, helping lift the site's second most important revenue channel by 1 percent.
- Led the migration of GoodMigrations.com from a fragmented Laravel Blade system into WordPress, with no ranking drop, no broken link fallout, and improved rankings after launch.
- Built more than 100 custom WordPress sites from unique designs, including front end implementation, responsive behavior, content integration, and QA.
- Built GPT powered WordPress tooling that helped a content team create controlled nested text variation for programmatic content workflows.
- Designed and built AI Coding Educator, a learning product with structured lessons, a custom AI tutor, and a code sandbox.

EXPERIENCE

moveBuddha

Frontend Producer / Product Lead

2021 to 2026

- Redesigned moveBuddha's main lead flow, including form logic, trust cues, responsive states, interaction details, and user facing copy.
- Reduced friction in the lead flow by clarifying expectations, simplifying choices, and tightening the path from visitor intent to completed lead.
- Reworked the moving cost calculator results page to clarify estimates, provider comparison, and next step flow.
- Migrated GoodMigrations.com into WordPress, including templates, metadata, schema, images, responsive fixes, redirects, and launch QA.
- Built WordPress templates, reusable components, content workflows, metadata patterns, schema, and internal production tools.
- Used GPT and Claude in daily production work for content variation, QA review, prototyping, debugging, and code inspection.
- Reviewed analytics and page behavior to find weak spots in forms, landing pages, content templates, and conversion paths.

GrowthMed

WordPress Developer

2015 to 2020

- Built the base custom WordPress theme system used for repeated client site production.
- Produced more than 100 custom WordPress sites from unique designs, not modified commercial themes.
- Turned desktop comps into responsive mobile layouts, making practical decisions when mobile designs were missing or incomplete.
- Handled WordPress theme development, HTML, CSS, PHP templates, content entry, metadata, schema, browser testing, responsive QA, and launch cleanup.
- Worked through client requirements, content gaps, design revisions, mobile layout issues, plugin constraints, and launch risks.

Freelance

Designer / WordPress Developer / Content Strategist

2010 to 2015

- Worked directly with clients to clarify needs, explain tradeoffs, manage expectations, and turn loose business goals into finished web work.
- Designed, built, edited, optimized, and improved websites where content, usability, search visibility, and implementation quality all mattered.
- Handled design, WordPress implementation, SEO, content planning, client communication, and self directed project management.

TECHNICAL SKILLS

WordPress: Custom themes, PHP templates, custom fields, Meta Box, reusable components, content workflows, metadata, schema, REST API familiarity, publishing systems

Front End: HTML, CSS, SCSS, JavaScript, responsive CSS, accessibility fundamentals, Core Web Vitals, browser testing, GitHub workflows

Web Production: UX cleanup, conversion flows, responsive layouts, mobile UX, page hierarchy, interface copy, QA, launch readiness, content systems, high value page improvement

Content and SEO: Content structure, SEO aware page architecture, metadata, schema, internal linking, editorial systems, search sensitive migrations, programmatic content workflows

AI Assisted Workflows and Tools: ChatGPT, Claude, Claude Code, GPT powered WordPress tools, structured prompts, repo context workflows, AI assisted debugging, AI assisted prototyping, QA analysis, Figma, Photoshop, Lighthouse, GitHub