Dave McMillan

Web Developer │ Front-End Developer │ UI/UX Developer

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Professional Summary

Results-driven **Web Developer and Front-End Developer** with 10+ years of experience in **web development, UI/UX design, and e-commerce platforms**. Skilled in **React.js, Vue.js, JavaScript, HTML5, CSS3, PHP, Laravel, WordPress, WooCommerce, and Node.js**. Proven expertise in **responsive design, accessibility (WCAG 2.1), SEO optimization, and performance tuning**. Strong background in **building scalable websites, e-commerce solutions, and user-centered interfaces**. Track record of boosting **inbound leads by 66%, increasing sales revenue by 40%, and improving site performance to 90+ Google Lighthouse scores**. Adept at **Agile methodologies, Git version control, API integrations, and cross-functional collaboration**.

Core Technical Skills

- **Front-End Development:** HTML5, CSS3, JavaScript (ES6+), React.js, Vue.js, Angular, Next.js, jQuery, Responsive Design, Accessibility (WCAG), Cross-Browser Compatibility, UI/UX Prototyping

- **Back-End & Full-Stack:** PHP, Laravel, Node.js, Express.js, Django, Python, SQL, MongoDB, RESTful APIs, MERN & MEAN Stack Development

- **CMS & E-Commerce Platforms:** WordPress, WooCommerce, Shopify, Webflow, Wix, Magento, Amazon Seller Central, Walmart Marketplace, API Integrations

- **UI/UX Design Tools:** Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign, Adobe Premiere, Wireframing, User Testing

- **SEO & Performance Optimization:** Technical SEO, On-Page SEO, Core Web Vitals, Structured Data, Schema Markup, PageSpeed Insights, Google Search Console, GA4, Ahrefs, SEMrush

- **Collaboration & Version Control:** Git, GitHub, Bitbucket, Jira, Trello, Agile/Scrum, CI/CD Pipelines

- **Other Tools:** QuickBooks, Salesforce, HubSpot, Mailchimp, Constant Contact, Google Ads, Meta Ads

Professional Experience

Web Developer & Digital Marketing Manager
East Texas Carports – Longview, TX │ *Mar 2025 – Present*

- Designed and launched a **WordPress website** with **custom themes, templates, and plugins**, improving **UI/UX design, SEO, and performance**.

- Implemented **advanced WordPress plugins** (WP Rocket, Rank Math SEO, ACF Pro) to optimize speed, SEO, and site functionality.

- Increased **organic search rankings** and boosted inbound leads by **66%** through keyword-driven content and technical SEO enhancements.

- Optimized **Core Web Vitals** and site accessibility, achieving **90+ Google Lighthouse scores** across performance, SEO, and best practices.

- Developed **responsive layouts, user flows, and WCAG-compliant designs** for enhanced usability and cross-device compatibility.

- Directed **multi-channel campaigns** (Google Ads, Meta Ads, TikTok, YouTube) and created **conversion-focused landing pages** that improved sales revenue by **40%**.

Creative & Marketing Team Manager
BH-USA – Longview, TX │ *Sep 2023 – Feb 2025*

- Directed **front-end and back-end web development projects** including **responsive design, SEO, and UI/UX enhancements**.

- Oversaw **ERP-integrated e-commerce migration**, streamlining **order management, inventory tracking, and online sales processes**.

- Managed **web design, e-commerce operations, and digital content creation teams**, enforcing **UI/UX best practices, accessibility standards, and Agile workflows**.

- Led **rebranding, SEO campaigns, and integrated marketing strategies**, improving brand consistency and digital reach.

- Mentored developers and designers in **front-end frameworks, accessibility (WCAG), responsive design, and UX testing**.

Web Developer
BH-USA – Longview, TX │ *Jan 2019 – Sep 2023*

- Built **web applications and custom features** using **Vue.js, React.js, and Laravel**, improving site speed and scalability.

- Designed and deployed **responsive UI/UX layouts**, enhancing cross-device compatibility and customer engagement.

- Developed a **Customer Service Dashboard** that cut ticket resolution time by **40%**, improving client satisfaction.

- Integrated **WooCommerce with QuickBooks** for real-time **order management and inventory automation**.

- Executed **SEO strategy** (metadata, structured data, Core Web Vitals), increasing **organic traffic and search engine visibility**.

- Led **UI redesigns, checkout funnel optimizations, and e-commerce automation workflows** to improve conversions and sales.

E-Commerce & SEO Manager
BH-USA – Longview, TX | *Dec 2015 – Jan 2019*

- Managed **70,000+ WooCommerce SKUs**, optimizing **product descriptions, metadata, structured data, and images** for SEO.

- Launched **multi-channel e-commerce platforms** (Amazon, Walmart, Overstock) with **backend automation for inventory and order fulfillment**.

- Improved **site performance, Core Web Vitals, and responsive design**, boosting search rankings and user engagement.

- Executed **PPC and Google Ads campaigns**, increasing ROI by **25%** with **A/B testing and keyword optimization**.

- Partnered with **developers, IT teams, and logistics providers** to integrate APIs and deploy scalable e-commerce solutions.

Freelance Projects

- **Kerry's Custom Woodwork:** Developed **WordPress site (mobile-first, WCAG 2.1 compliant)** that increased inquiries by **5×**.

- **Lucky Lotto Events:** Migrated **Wix to WordPress**, automating workflows and increasing leads by **50%**.

- **Liberty-Danville FWSD #2:** Built a custom **WordPress site with online payments**, cutting late fees by **90%**.

Education

Associate of Applied Science – Web Design & Web Development Technology
Texas State Technical College – 4.0 GPA (2023)

Certifications

- PHP Developer – TSTC (2023)
- Web Developer – TSTC (2023)
- Front-End Designer – TSTC (2022)
- Pre-UI/UX Development Communications – TSTC (2022)

Awards & Recognition

- **SkillsUSA Silver Medalist** – Texas Web Design (2023)
- **SkillsUSA National Finalist** – Web Design, 5th Place (2023)
- **Board of Regents Academic Excellence Award** – TSTC (2023)