

< KARI GILBERTSON >

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SUMMARY

Full-Stack Developer with **8+ years** building on **HubSpot CMS** and **WordPress** – currently developing solo at Katzcy and running my own web development business, **Web Dev Magic, LLC**. Pairs a **Computer Engineering** degree with a Master's in **UX & Interaction Design**, bringing both the technical rigor to *build things right* and the design sense to *make them feel right*. Proficient in **JavaScript, PHP, Node.js**, and **Vue.js**, with a consistent track record of translating complex technical work into clear communication for clients and non-technical teams.

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SKILLS

CMS & PLATFORMS: HubSpot CMS (Certified), WordPress (Custom Themes, Plugins, WooCommerce), Shopify (Theme Customization, Liquid Templating)

LANGUAGES: PHP, JavaScript, SQL, HTML5, CSS3, Bash/Shell (scripting & editing)

FRONT-END: Vue.js, React, jQuery, Sass/SCSS, Bootstrap, Responsive/Mobile-First Design, Web Accessibility (WCAG)

BACK-END / SERVER-SIDE: Custom PHP Development, REST APIs, Authentication (JWT/OAuth), LAMP Stack, Server Configuration & Maintenance, SEO Optimization

DESIGN & UX: UI/UX Design Principles, Wireframing/Prototyping, Canva/Figma, Sitemapping, Brand Consistency, User-Centered Design

DATABASES: MySQL, phpMyAdmin

DEVOPS & CLOUD: Git/GitHub, npm/Yarn, Command Line/CLI, Google Cloud Platform, Microsoft Azure, DigitalOcean, Ubuntu/Linux Server Admin, DNS/Domain Management, AI Coding Assistants

PROJECT & TEAM: Project Management, Client Communication (Non-Technical Stakeholders), Technical Documentation, Slack, Monday

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PROJECTS

Binge Personal Product

Web Dev Magic, LLC

[WEBDEVMAGIC.COM/BINGE](https://webdevmagic.com/binge)

- Built and shipped a cross-platform desktop app (Windows/Mac/Linux) with Vite and Tauri; independently designed, developed, and sold as a paid product

Hold The... Master's Thesis Project

Philadelphia University

[GITHUB.COM/GILBERK1/HOLD-THE-PROTOTYPE](https://github.com/GILBERK1/HOLD-THE-PROTOTYPE)

- Designed and researched a mobile app concept for ingredient substitution; conducted user interviews and built a coded prototype demonstrating core substitution flows

Putting Wi-Fi on the Map Senior Capstone Project

The College of New Jersey

- Collaborated on a cross-functional team to build a companion Android app and website, integrating Google Maps API to visualize Wi-Fi signal strength across campus

Senior Web Developer

NOV 2023 - PRESENT

Katzcy

- Independently develop and maintain 5-15 client and internal websites on **HubSpot CMS** and **WordPress**, serving cybersecurity and esports clients
- Improve site performance through a mix of image optimization, code cleanup, and caching adjustments – reducing average page load times by an estimated 20% across client sites
- Collaborate with clients and project managers to scope projects and translate technical concepts into clear, approachable language for non-technical stakeholders across 5-15 concurrent accounts
- Support a small production team as *Livestream Producer*, running livestream events for in-house esports programming (est. 4-5 main events/year)

Front-End Web Developer (*promoted to Senior Web Developer*)

AUG 2022 - NOV 2023

Katzcy

- Developed and maintained front-end modules and pages on **HubSpot** and **WordPress** in collaboration with the Creative Team, contributing to 3+ major site launches or redesigns
- Built reusable page templates to speed up new site launches for clients

Founder / Owner

OCT 2019 - PRESENT

Web Dev Magic, LLC

- Independently run a freelance web development business, managing the full client lifecycle from acquisition and scoping through design, development, and billing
- Design and build custom websites for small business and independent clients using **HubSpot CMS** and **WordPress**

Senior Web Developer / UX Strategist

FEB 2019 - OCT 2022

Princeton Internet Marketing

- Built and maintained 20+ client websites on **WordPress**, spanning full development lifecycle from design through launch
- Led server migrations to **DigitalOcean** hosting for multiple (25-50) clients, completing transition with under 1 hour of downtime each
- Applied UX principles to client website design, drawing on formal UX training to guide layout, navigation, and user flow decisions

Web Developer

OCT 2017 - JAN 2019

1SEO I.T. Support & Digital Marketing

- WordPress development for 20+ small business clients*

Master of Science, User Experience & Interaction Design

2015 - 2017

Philadelphia University

Bachelor of Science, Computer Engineering

2011 - 2015

Minor: Interactive Multimedia

The College of New Jersey

HubSpot CMS for Developers Certification

SINCE 2022

HubSpot Academy