

TODD BLACK

SENIOR FRONT-END & WORDPRESS DEVELOPER

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PROFESSIONAL SUMMARY

Senior Front-End and WordPress Developer with 19+ years of experience building accessible, performance-focused websites, applications, and interactive campaigns for nationally recognized brands. Combines deep custom WordPress expertise across themes, Gutenberg, ACF, Twig, PHP, REST APIs, and Docker with current hands-on development in React, Next.js, TypeScript, Electron, Supabase, Tailwind CSS, and modern CI/CD. Experienced leading developers, partnering across design and technical QA, and managing multiple high-volume workstreams from local development through production deployment.

SELECTED IMPACT

19+ years in web development | Custom WordPress and modern React applications | Nearly 600 variants in one dynamic campaign | Up to 3 developers managed

TECHNICAL EXPERTISE

Languages & Front-End: JavaScript (ES6+) | TypeScript | HTML5 | CSS3 | SCSS | PHP

Modern Applications: React | Next.js | Electron | Tailwind CSS | CesiumJS | Vite | Bootstrap | GSAP

WordPress & CMS: custom themes | child themes | Gutenberg blocks | ACF | Twig | Composer | custom post types | Webflow

Data, APIs & Analytics: Supabase | SQLite | REST APIs | automated transactional email | Google Analytics

DevOps & Testing: GitHub | Bitbucket | Netlify | Docker | CI/CD | Gulp | Vitest | VS Code

Quality & Optimization: mobile-first responsive development | cross-browser testing | WCAG AA | load speed | SEO | AEO

AI-Assisted Development: Claude Code | Cursor | architecture direction | debugging | iteration | code quality

CURRENT TECHNICAL PROJECTS

Now That's a Clean Car | Full-Stack Web Application

Live Production Site

Next.js | TypeScript | Tailwind CSS | Supabase | Netlify | GitHub | Google Analytics

- Directed Claude Code-assisted development in VS Code and launched a mobile-first customer website and business-operations platform with inquiry, booking, and administrative experiences.
- Built automated admin and customer email workflows; a booking calendar with pending, confirmed, and paid job lanes; service and financial tracking; and year-end financial exports.
- Implemented Supabase data persistence, Google Analytics interaction tracking, GitHub version control, and Netlify CI/CD while optimizing for speed, WCAG AA accessibility, SEO, and AEO.

Live project: nowthatsaclean.com

3D Earthquake Data Visualization | Electron Desktop Application

In Development

Electron | React | TypeScript | SCSS | CesiumJS | SQLite | Vite | Vitest | GitHub

- Directing Claude Code-assisted development of an interactive desktop application that visualizes and tests earthquake data in 3D using CesiumJS, with modular React and TypeScript architecture, SQLite local storage, Vite, Vitest, and GitHub.

PROFESSIONAL EXPERIENCE

GSD&M | Senior Digital Developer

Sep 2009 - May 2025

Full-service national advertising agency delivering custom websites, digital products, emails, and high-volume campaign experiences.

- Built and maintained custom WordPress sites, themes, child themes, landing pages, and campaign experiences using PHP, Twig, Gutenberg blocks, ACF, custom post types, Composer, Bootstrap, JavaScript, HTML5, and CSS3.
- Created reusable Gutenberg and ACF modules and integrated REST APIs for open-job listings, Instagram feeds, and other dynamic client content.
- Translated design and content requirements into mobile-first interfaces tested across browsers and devices and optimized for load speed, WCAG AA accessibility, SEO, and maintainability.
- Established Docker-based local environments and shipped dev, stage, and production releases through Bitbucket CI/CD pipelines and team code-review workflows.
- Partnered with designers, producers, and a dedicated technical QA specialist to troubleshoot findings from end-to-end testing and deliver reliable production work.
- Managed up to three developers across websites, site components, emails, and display advertising while balancing site work with three to four or more concurrent campaigns.
- Developed high-volume campaigns with HTML, CSS, JavaScript, GSAP, and CSS animation; built a Gulp process that compiled assets into one lightweight HTML file and automated release-ready ZIP packaging.
- Engineered a U.S. Air Force dynamic rich media campaign with nearly 600 targeted versions using reusable banner shells and spreadsheet-driven content served through DoubleClick.
- Built additional large dynamic campaigns through Flashtalking and DoubleClick, supporting complex versioning and performance-based creative optimization.
- Created rapid landing pages and pitch experiences in Webflow for shorter-turn agency assignments.

Crew Creative Advertising | ActionScript / Flash Developer

2006 - 2009

Entertainment-focused creative agency serving major film, television, and media brands.

- Built interactive campaign websites and rich media experiences for Disney, Warner Bros., NBC, Fox, Sony, Universal, CNN, and Comedy Central.
- Integrated ActionScript and Flash front ends with PHP back-end systems to deliver custom campaign functionality.

SELECTED WEB WORK

[nowthatsacleancar.com](#) | [afrotc.com](#) | [academyadmissions.com](#) | [gsdm.com](#) | [rossstores.com](#) | [ddsdiscounts.com](#)

Additional Southwest Airlines websites were completed under NDA, along with various GSD&M pitch experiences.

SELECTED CLIENTS

U.S. Air Force, Southwest Airlines, Walgreens, John Deere, Whole Foods Market, Ross Dress for Less, dd's DISCOUNTS, Zales, Lee, Jarritos, Fiesta Mart, Food Lion, Hilton properties, Jack Link's, Northwestern Mutual, Popeyes, Reliant, Capital One, Composition Wealth

EDUCATION

The University of Texas at Austin

2004

Bachelor of Journalism, Photojournalism