# Daniel Heller
*Full-Stack Web Developer*

**Camarillo, California**
(323) 240-5543
danielkheller@gmail.com
bydanielheller.com

## Profile

Results-driven full-stack developer with 20+ years of experience designing, developing, and managing high-impact websites and applications. Proven ability to develop UX/UI designs using clean, efficient, scalable code. Expert in HTML, CSS, JavaScript, PHP, and WordPress (including custom theme and plugin development). Adept at collaborating with cross-functional teams, including UX/UI, IT, SEO, communications, and marketing, to deliver exceptional user experiences.

## Experience

**Web Developer, Legal Leads Group, March 2025–**
- Designed, developed, and managed law firm websites in WordPress.
- Used agile project management methodology to complete projects in short timelines – three weeks or fewer per project.
- Collaborated closely with content and SEO teams. Developed solutions to improve their workflow.

**Senior Web Developer, USC Advancement Communications, June 2020– November 2024**
- Designed, developed, and managed websites and email campaigns using WordPress and Salesforce, supporting communications and marketing for university advancement, alumni relations, and professional development.
- Built WordPress themes from scratch for heavily used production websites.
- Redesigned USC Giving website *giving.usc.edu* using custom Gutenberg blocks.
- Modernized USC alumni website *alumni.usc.edu*, resolved critical bugs, added new features, and improved performance, leading to 16% YoY traffic increase.
- Redesigned USC Fundraising Institute website, integrating it with other USC web properties and adding admin and data reporting features.
- Contributed to the design and development of the Giving to USC website *giveto.usc.edu*, which received a Silver Award from CASE in 2023.
- Built custom single-page apps and utilities using Node, React, and Angular.

**Senior Web Designer/Developer, USC Information Technology Services, Sept. 2013–Dec. 2019**
- Designed and developed websites for university schools and projects, including high-traffic sites like *news.usc.edu* (3 million visits/year) and *my.usc.edu* (12 million visits/year, 70k active users).
- Improved the user experience and performance of the my.usc.edu student portal through a custom WordPress theme redesign and user research initiatives.
- Developed and maintained various utility websites, integrating with back-end systems to enhance design and functionality.
- Technologies: HTML, CSS, Javascript, jQuery, WordPress, MAMP (for local development), Adobe Creative Suite, Pantheon, GitHub.

**Previous Experience**
- Web Designer/Developer, USC Web Services, 2000–2013
- Freelance web designer and developer, 2000–present

## Skills

*Front-End Development:*
HTML5, CSS, SCSS, JavaScript, ReactJS, AngularJS, responsive design, SEO, accessibility, WCAG, performance optimization, browser compatibility.

*Content Management Systems:*
WordPress, Drupal

*Back-End Development:*
PHP, Python, MySQL, APIs, Git, GitHub, Docker, Composer, MAMP, NodeJS, Microsoft Servers, Salesforce, Linux, AWS, Pantheon, WP Engine

*Design Tools:*
Figma, Canva, Adobe Creative Suite, vector graphics

*Other:*
User experience (UX), usability research, interface design, information architecture, content migration, collaboration, communication, problem-solving, agile methodologies

## Education

University of Southern California, Bachelor of Arts in Political Science and Gender Studies, 2000
Summa Cum Laude, 3.95 GPA

## Awards

USC Advancement Tommy Award (2024)

Council for Advancement Support and Education (CASE):

2023 National Silver Award (Giving to USC website)

2022 District Award (Advancement website redesign)

2021 National Circle of Excellence Silver Award (scholarship giving website)

Best of Conference, HighEdWeb West 2016 (presentation on user research-focused design)

# Examples

## *University of Southern California*

**USC Alumni** *alumni.usc.edu*
Modernized the design while fixing bugs and improving performance and accessibility. Turned the site into a more flexible platform for art-directed pages (e.g. Centennial, Survey, Game Watch, Women's Conference) and drove a 16% year-over-year traffic improvement.

**USC Giving** *giving.usc.edu*
Built a WordPress theme and plugin following the university's web redesign, adding custom design features, administrative tools, and curated job listings pulled from the university's main jobs site.

**Giving to USC** *giveto.usc.edu*
Redesigned and collaborated with a vendor to implement updates to an online giving website. Awarded a silver award by CASE in 2023.

**Support Scholarships** *supportscholarships.usc.edu*
Redesigned and collaborated on content creation for a website about a fundraising initiative for student scholarships. Awarded a silver award by CASE in 2021.

**MyUSC** *my.usc.edu*
Redesigned USC's student portal using a custom WordPress theme. Improved design, responsiveness, and performance, and led a user research initiative to identify needs and opportunities for improvement.

**USC Directory** *uscdirectory.usc.edu*
One of many utility sites I built while working for USC Information Technology Services. Worked with various back-end systems to make design and functionality improvements.

**USC Dramatic Arts** *dramaticarts.usc.edu*
Designed and developed in 2014. Our goal was to use visuals to highlight the vibrancy of students and on-stage productions at this top-tier theater school.

## *Freelance*

**American Historical Print Collectors Society** *ahpcs.org*
Refactored this WordPress/WooCommerce site to support membership, art-directed articles, and the needs of people who collect historical prints.

## *Legal Leads Group*

**Angela Greenspan Law** *angelagreenspanlaw.com*
Designed and developed a custom WordPress theme for a new estate planning and business law practice.

**Jacoby & Meyers Law Firms**
*carcrashlawyercalifornia.com, carcrashlawyernevada.com*
Designed and built a set of websites to promote Jacoby & Meyers affiliated law firms in several states.

**Kreeger Law Firm** *kreegerlaw.com*
Designed and developed a custom WordPress theme and migrated 500 pages of content from the previous site using a scripted process I built.

**Bob Germany Law Firm** *bobgermanylaw.com*
Law firm site developed and launched in two weeks using an agile sprint.