

# LaMana Donadelle

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Passionate WordPress Web Developer with a robust background in front-end development and a keen eye for User-Centered Design. Experienced in transforming complex requirements from diverse stakeholders into cohesive, engaging, and user-friendly websites. Skilled in creating custom WordPress themes, optimizing website performance, and ensuring responsive design. Adept at fostering effective communication among cross-functional teams and delivering high-quality, scalable web solutions in agile environments. Dedicated to continuous learning and staying updated with the latest industry trends and best practices.

## SKILLS

**Web:** HTML5, CSS/Bootstrap, SASS, jQuery, GIT, GitHub, React, MySQL, REST, API, CLI, FTP, Visual Studio Code, PHP Storm, SEO, Chrome Inspector Tools, GA4, Digital Accessibility, WCAG;

**WordPress:** WordPress Multi-site, Custom Child-Theme Development, Full Site Editor, Block Editor, Classic Editor, Elementor, WooCommerce, Advanced Custom Fields, Toolset;

**Design:** Figma, Adobe XD, Adobe Photoshop, Visio;

**Process/Project Management:** Kanban, Agile, Wireframing, Site Map Creation, Persona Development, Use Case Development, Business, and User Requirements Development;

## EXPERIENCE

*IT Web Designer/Developer November 2022 - Present*

**University of North Carolina at Chapel Hill**, Chapel Hill, NC

- Work with individual project contacts to plan and implement site design and content organization
- Works with web/graphic designer to create custom themes for all websites
- Manage GA4 accounts for teams, monitoring analytics and generating reports to support site goals
- Make sure products meet WCAG accessibility standards
- Provide training to content editors managing sites

*WordPress Web Developer, February 2022 - October 2022*

**High Point University**, High Point, NC

- Evaluated new requirements to assess implementation feasibility and ensure alignment with stakeholder needs
- Investigated software, plugins, and extensions to enhance user experience and meet stakeholder requirements
- Created responsive Gutenberg-based landing pages for national drive-to-web campaigns, ensuring effective user engagement
- Developed global standards and guidelines for consistent, compliant multi-site environments and implemented an audit process that reduced unnecessary content by 40% while increasing SEO and accessibility scores by over 30%

*Front-End Web Developer, April 2019 - February 2022*

**Freelance**, Burlington, NC

- Managed website development projects from initial design to completion
- Worked closely with small business clients to identify and meet project requirements, goals, and desired functionality
- Used a variety of technologies including Git, VS Code, WordPress Gutenberg, PHP, HTML, CSS, Bootstrap, Saas, Materialize, and Adobe XD
- Developed and integrated customized themes into WordPress
- See full web design portfolio at lamanadonadelle.com

***Global Online Learning Events Coordinator, April 2018 - April 2019***

**AICPA, Durham, NC**

Developed the end-to-end process for setting up global web events across multiple platforms, including CGMA Store, AICPA Store, Intellect, Daptiv, Medius, LMS, and ON24. Evaluated and improved domestic web processes to enhance efficiency and expedite event marketing. Created a content management document to serve as a unified data source for various systems and teams. Conducted quality assurance/quality control for event setups, provided real-time technical support, and trained monitors across different time zones worldwide.

***Operations Manager, January 2016 - April 2018***

**DSR Moving Corporation, Raleigh, NC**

Efficiently managed staff recruitment, selection, orientation, and training. Planned, monitored, and appraised job performance to ensure operational excellence. Maintained operations and procedures, including preparing weekly payroll and quarterly/annual reports. Handled customer service tasks, such as following up on daily jobs and addressing customer damages.

***Sales And Marketing Associate, October 2013 - January 2016***

**Coventry Health Care, an Aetna Company, Morrisville NC**

Generated and distributed contracts and electronic benefit packets for new and existing insurance customers. Created an Excel tool to streamline the search for insurance products and developed standardized naming conventions. Established standard operating procedures for the sales and marketing team, enhancing efficiency and consistency.

***Lead Information Architect, January 2001 - January 2006***

**International Business Machines, New York, NY**

Developed the corporate navigation strategy and information hierarchy for IBM's internet and intranet platforms, collaborating with a multi-disciplinary team to establish and implement web standards across the company. Partnered with internal stakeholders to refine end-user requirements and worked with external vendors to translate these requirements into functional user experiences. Produced key deliverables including web wireframes, prototypes, sitemaps, and results from user testing and focus groups.

***Software Engineer, June 1999 - January 2001***

**International Business Machines, Poughkeepsie, NY**

Designed user interfaces, prototypes, and interaction flows for IBM's mainframe server operating system. Conducted focus groups to gather user insights and develop comprehensive requirements, and researched end-user needs to evaluate the effectiveness of proposed designs. Led the user-centered design initiative for the internal development team, significantly enhancing the overall user experience.

## **EDUCATION**

**Coding Certificate, Full Stack Web Development**

University of North Carolina, Chapel Hill, NC

**Master of Science, Industrial Engineering**

North Carolina Agricultural and Technical State University, Greensboro, NC

**Bachelor of Arts, Psychology**

North Carolina Central University, Durham, NC