


# Laurence Smith

## Full Stack Web Developer

### Contact

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### </> Skills

**Frameworks & CMS** // Laravel (inc. Livewire), CraftCMS, Statamic, Wordpress

**eCommerce** // Shopify, Craft Commerce, WooCommerce

**PHP & Templating** // PHP, Twig, Blade, Liquid

**Databases** // MySQL, SQLite, Postgres

**CSS** // TailwindCSS, Sass, Less, Bootstrap

**JS** // AlpineJS, Vue, jQuery

**Tooling** // Vite, Webpack (Mix)

**Additional** // Git, API's, SEO, DevOps, UI/UX, Figma, Adobe CS, MSOffice

### Education

**BA in Integrative Design**

2000/03 • The Arts University Bournemouth, UK

**Diploma in Art & Media Studies**

1999 — 2000 • Buckinghamshire University, High Wycombe, UK

### Profile

I'm an experienced full-stack web developer having freelanced for over 20 years to deliver bespoke, high-performance and intuitive websites and admin tools.

I have expertise in the development of custom solutions for a range of industries, including Literary Agencies, Leisure & Tourism, eCommerce. Having had experience with a wide array of frameworks, my tools of choice have largely become CraftCMS and Laravel.

I'm a proactive problem solver and good communicator. I'm proud to have fostered long-term working relationships through with my collaborative, transparent approach to ensure projects exceed expectations.

I thrive in both self-driven and team environments, am happy to take responsibility and aim to surpass expectations.

I am proficient in integrating payment gateways, booking systems, APIs, and business automations.



### Experience

#### Full stack web developer

##### Freelance (worldwide) • 2005 — PRESENT

- Delivered 50+ bespoke websites for a global client base including London's premier literary agencies, luxury hospitality, eCommerce, travel, and creative sectors.
- Integrating custom Laravel web-apps, CraftCMS projects, data migrations, and APIs to enhance business efficiency.
- Managed end-to-end projects from concept through design, development, hosting, CMS training, and post-launch maintenance. Built trusted relationships which led to ongoing support contracts and peer referrals.
- Optimized sites to maximise on-page SEO and performance, resulting in sustained client growth.
- Specialized in developing intuitive large catalogue management for literary agencies, streamlining content workflows and boosting online visibility.

#### Web specialist & graphic designer

##### Creative Jam, High Wycombe, UK • 2017 — 2020

- Consulted on and developed business-critical web projects, implementing eCommerce and API integrations to automate workflows across various sectors.
- Mentored junior developers on Wordpress development and theme customisation.
- Created digital/print graphics for big brands like Coca-Cola, Marvel and Panasonic, in addition to multi-page product catalogues and event programs.

#### Web developer

##### The Magic Tractor, Warwick, UK • 2015 — 2016

- Trained and mentored post-graduates on web technologies, introduction to frontend tooling to accelerate project delivery.
- Migrated legacy client static sites to Wordpress CMS, allowing clients more control over their content.
- Added eCommerce ability to local businesses requiring product sales and event tickets.

#### Web & UI designer

##### Artlines Media, Hazlemere, UK • 2011 — 2012

- Designed website templates and design assets for hand-off to the developer.
- Made UI improvements to the in-house CMS to facilitate more intuitive workflows.