

David Joni

Full-stack developer

WordPress, WooCommerce, Laravel, Statamic, React, Next.js, Vue. Ten plus years agency and product.

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SUMMARY

Full-stack developer with ten plus years inside agencies shipping production WordPress, WooCommerce, and PHP work, with real depth in Laravel and Statamic on top of that foundation. Comfortable owning a project end to end (backend, frontend, deployment, integrations) and used to translating vague stakeholder briefs into shipped, pixel-perfect product on real deadlines.

The last two years I've moved from standard agency delivery to an AI-driven workflow built around Claude Code: MCP servers, custom hooks, slash commands, OpenGrep, marketplace plugins, project-aware context. That toolkit has let me ship modern stacks (React, Next.js, Vue, Svelte, React Native) at a much wider range than my pre-AI baseline. I'm honest about where my decade of muscle memory sits and where the AI-assisted workflow extends the range.

SELECTED PROJECTS

Bespoke WooCommerce product builder

CLIENT ENGAGEMENT, PRODUCTION

- Fully custom configurable-product interface inside WooCommerce, well beyond what any off-the-shelf plugin offers: multi-step forms, conditional pricing rules, validation, live preview.
- Custom component architecture with reusable form primitives, state hand-off between steps, responsive layouts tuned across breakpoints; integrated against the WooCommerce REST API for product data, orders, and persistence.
- On the same engagement, built a second custom product type extending WooCommerce's variable-product type, plus a swatches system from scratch when the original proposal missed a piece of scope.
- Built with the full Claude Code workflow: MCP servers for project context, custom hooks, OpenGrep for codebase search, marketplace plugins keeping the agent inside guard rails.

getthedomain.app

LIVE, SOLO SAAS

- Solo-built production SaaS, end to end: bulk domain availability across multiple TLDs from manual input, file upload, or AI-generated business-name suggestions. GDPR-compliant with tiered rate limiting.
- Backend: Laravel 13 + PostgreSQL + Redis on Laravel Octane (FrankenPHP) for low-latency request handling. Filament v5 admin with dashboard widgets (search volume, TLD popularity, top demanded domains).
- Frontend: React 19 + TypeScript + Tailwind CSS v4 + Shadcn/ui via Inertia.js v3. Server-Sent Events stream concurrent domain results with per-row loading, error, and available states.
- Engineering: 4-step verification cascade (DNS, RDAP, WHOIS over raw TCP port 43, paid DomScan API as fallback) cuts paid API spend roughly 90%. AI name generation via Cerebras + Groq (Llama 3.3 70B) with automatic failover.

- Custom WordPress theme built from scratch (no page builders, no templates), performance-tuned with WebP imagery, video hero, fast initial paint, semantic HTML, accessibility considerations. Full SEO foundation, GDPR-compliant cookie consent, GTM integration.

Cross-platform consumer voice-AI product

SOLO-BUILT, PRE-LAUNCH

- Solo-built mobile app shipping to iOS, Android, and web from one codebase: Expo SDK 55 / React Native / TypeScript / Expo Router. Working dev build is feature-complete on core flows.
- Voice pipeline (turn-based REST): chose REST over ElevenLabs' realtime WebRTC/WebSocket SDK after persistent breakages from Expo + package-version updates made the SDK unreliable. Pipeline: expo-audio WAV capture, ElevenLabs STT, Claude Haiku, ElevenLabs TTS, base64 MP3 played back client-side.
- Backend, auth, payments: Node.js / Hono on Hetzner via Coolify. Clerk JWT integrated into Supabase as third-party provider with row-level security on every table. Stripe Checkout Sessions + signed webhooks for subscriptions and one-off upgrades.
- Security and GDPR: Supabase in eu-west-2 (London) for UK data residency. Consent flow before voice capture, on-device audio deleted immediately after upload, Varlock + 1Password secrets architecture keeping sensitive keys out of the client bundle by construction.

Voolu

2024, LEAD FRONTEND DEV

- Main frontend dev on the production web app for a UKRI / RICS / Google Cloud / NatWest-backed startup turning fragmented property data into real-time geospatial insights.
- Shipped Next.js 14 (App Router) + React 18 + TypeScript + Tailwind features: real-time WebSocket AI chat UI with auto-reconnect and connection-state UX, interactive Mapbox GL globe-projection map with polygon drawing and live area calculation (Turf.js), edge-authenticated Firebase sessions with custom Next.js middleware.
- Honest framing: I onboarded into the modern React / Next ecosystem during this engagement, using a Claude Code-assisted development workflow (MCP servers, custom hooks, project-aware context) to bridge from my PHP / agency background into production Next.js work.

SKILLS

CORE, 10+ YEARS

WordPress (custom themes & plugins, Gutenberg blocks, WP-CLI), WooCommerce (custom builders, REST API), PHP 8.x, MySQL, semantic HTML, modern CSS, vanilla JavaScript, jQuery.

BACKEND AND DATA, 3+ YEARS

Laravel (10+, Octane / FrankenPHP, Filament, Inertia, Breeze / Socialite, queues, schedulers), Statamic, Node.js + Hono, PostgreSQL, Redis, REST APIs, webhooks, OAuth.

MODERN FRONTEND, 1 TO 3 YEARS, AI-ASSISTED

Vue.js (2+ years, native), React + Next.js + TypeScript, Svelte / SvelteKit, React Native + Expo, Tailwind CSS, Shadcn/ui, Framer Motion, GSAP.

AI INTEGRATION

Anthropic SDK + Claude Code (daily driver: MCP servers, custom hooks, slash commands, OpenGrep, marketplace plugins), OpenAI / ElevenLabs / Cerebras / Groq, multi-model orchestration with failover, structured outputs, prompt engineering, in-product agent UIs.

INFRA AND TOOLING

Git, Vite, Webpack, npm / yarn, Composer, GitHub Actions. Deployment via Railway, Hetzner / Coolify, Vercel, Cloudflare. Basic Go (built a production internal CLI). Plesk / cPanel. Adobe Photoshop / XD / Illustrator.

EXPERIENCE

Web Developer, Northern Media

SEP 2024 TO PRESENT

REMOTE, UK

- Build and ship custom WordPress themes, plugins, and bespoke product UI across a portfolio of client sites: responsive, accessible, performance-tuned.
- Delivered the bespoke WooCommerce product builder (multi-step forms, conditional pricing, live preview) as a custom interface inside WordPress.
- Built an internal WordPress sync CLI in Go (paired with Claude Code) replacing a paid CI/CD subscription, saving roughly €1,320 per year in base costs plus ongoing overage charges.
- Daily Claude Code workflow (MCP servers, custom hooks, slash commands, OpenGrep, marketplace plugins) for dev, debugging, and content tasks.

Web Developer, Kaweb

AUG 2023 TO SEP 2024

REMOTE, UK

- Responsive WordPress and Statamic builds with interactive Vue.js components, pixel-perfect implementation from designer briefs, working directly with non-technical stakeholders.
- Reusable component patterns built once and reused across client engagements: forms, modals, filters, data-driven sections, animation primitives.

Web Developer, Dash Media

SEP 2021 TO AUG 2023

DARLINGTON, UK

- Cross-browser WordPress and WooCommerce builds with custom plugins and bespoke functionality. E-commerce and brochure projects shipped under real deadlines.
- Owned Google Workspace, Microsoft Exchange, and cPanel/Plesk admin alongside development, plus front-line client support on hosting, mailbox setup, and account access.

Web Developer, Zeek and Purehosting

APR 2017 TO SEP 2021

NEWTON AYCLIFFE / COVENTRY, UK

- End-to-end WordPress site builds in PHP, JavaScript, jQuery, CSS: design (Photoshop) through implementation and ongoing maintenance. Delivered user-friendly admin dashboards so non-technical clients could self-serve.

EDUCATION AND LANGUAGES

EDUCATION

BSc Games Software Development, University of Sunderland (2014 to 2017).

LANGUAGES

English (fluent), Czech (fluent spoken; written rustier), Slovak (strong comprehension), Polish (basic), Romanian (partial).

TIME ZONE

EET / EEST, flexible for European and US-Eastern hours.