

Amy A. Turner

Senior WordPress Developer & Designer – Dynamic Websites & Structured Content Systems



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SUMMARY

Senior WordPress developer and designer with 15+ years of experience building polished, content-driven websites and scalable editing systems. Specializes in translating complex content and business requirements into intuitive WordPress architectures using structured content, dynamic templates, reusable components, and thoughtful UI/UX. Combines frontend development, information architecture, design, copy, and process thinking to create sites that are easier to manage and built to grow.

CORE EXPERTISE & TOOLS

WordPress • Frontend Web Development • Responsive Web Design • UX/UI Design • Design Thinking • Prototyping • Information Architecture • Content Modeling • Reusable Templates & Components • Website Systems • Technical Discovery • YooTheme Pro & UIKit • ACF / Custom Post Types • Dynamic Content • Gravity Forms / WS Form / Jotform • HTML / CSS / JavaScript • CSS Libraries & Frameworks • Figma

PROFESSIONAL EXPERIENCE

Senior WordPress Developer & Designer

2009 – Present

amyaturner.com

- Design and build custom WordPress websites, landing pages, and content systems for service businesses, organizations, and growing brands.
- Architect structured content with ACF, custom post types, relational fields, dynamic templates, filters, and forms so clients can manage complex sites without editing layouts.
- Create reusable website frameworks and component systems that improve consistency, accelerate future builds, and reduce ongoing maintenance.
- Lead projects from discovery and information architecture through UI design, development, content refinement, QA, launch, and post-launch improvements.
- Develop responsive frontend experiences with WordPress page builders like YooTheme Pro, Bricks, etc., HTML, CSS, and custom styling; integrate third-party platforms, analytics, forms, scheduling, payment, and automation tools.

Product Operations Lead / Web Designer

2024 – Present

Multifamily technology & web platform company

- Progressed from contract WordPress designer/developer into product operations leadership while continuing hands-on website, design, and frontend work.
- Worked cross-functionally to help establish standards for site quality, reusable themes, design consistency, and delivery.
- Designed and implemented content-rich multifamily and corporate websites using WordPress, YooTheme Pro, ACF, custom post types, dynamic relationships, and reusable page systems.

- Partnered across design, development, product, and operations to improve workflows and turn recurring build requirements into more scalable systems.

Web Designer & Developer / Process Designer

2022 – Present

Peggy Reynolds, IBLCE

- Redesigned and developed the WordPress marketing website and refined messaging and information architecture for a clearer customer journey.
- Designed a custom content model and database, work-management workflow, and client-intake automation that automated approximately 95% of onboarding, increased appointment bookings by 25%, and cut administrative support time roughly in half.

Shopify Web Designer & Developer

2023

Ambrosia / Long Life Linen, LLC

- Led Shopify redesign and development, integrated third-party platforms, and cut page-load time in half.
- Used Hotjar behavior analytics and conversion-focused UX improvements to identify friction points and improve the customer journey and conversion performance.

Web Developer / Multimedia Developer

2016 – 2022

DailyOM

- Built and maintained frontend website experiences from design comps using HTML, CSS, and JavaScript; collaborated with backend development on dynamic page templates.
- Programmed digital course experiences, edited course video, and researched and implemented internal knowledge-base and support-ticketing tools.

PROJECTS

Structured Housing Portfolio Platform

Recent

WordPress + YooTheme Pro + ACF

- Implemented a content-heavy housing portfolio experience with a relational ACF content model, dynamic templates, reusable content patterns, and structured property data.
- Translated complex content relationships and business rules into a client-manageable WordPress system rather than hard-coded page layouts.

Reusable Multifamily Website Themes

Recent

WordPress + YooTheme Pro + Custom CSS

- Designed and developed reusable luxury multifamily website systems from scratch, including responsive page structures, conversion-focused copy, custom styling, and flexible content patterns.
- Created repeatable foundations that can be adapted across brands while preserving site-specific visual identity and content.

Corporate Marketing Website Prototype

Recent

WordPress + YooTheme Pro

- Designed, prototyped, and wrote copy for a custom corporate marketing homepage, balancing brand storytelling, audience pathways, portfolio messaging, leadership content, and conversion calls to action.

EDUCATION & CERTIFICATES

Launch School • Google UX Design Professional Certificate • Santa Barbara City College

Completed coursework in Software Programming, HTML & CSS, Web Design, UX Design, Multimedia, Art, Communication, Psychology, and Film Production.