

Kelati Andemichael

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SUMMARY

Web Developer | Shopify Plus • BigCommerce • WordPress with 10 years of web development experience, including six years building scalable, customer-facing ecommerce, CMS-driven, and content-heavy websites. Proven track record leading cross-functional initiatives and delivering performant, accessible web experiences. A journalism and media production background means I can produce the content, not just the code: launching pages, managing a CMS, keeping a site fast and accessible, and collaborating closely with marketing, product, UX, and business stakeholders.

TECHNICAL SKILLS

- **Frontend & Web Technologies:** JavaScript, HTML5, CSS3, Liquid, Stencil, jQuery, GraphQL, SQL, PHP
- **Platforms & CMS:** Shopify Plus, BigCommerce, WordPress, Contentful, Contentstack, Klaviyo
- **Development Practices:** Responsive Design, WCAG Accessibility Compliance, On-Page SEO, Core Web Vitals & Performance Optimization, API Integrations, Headless Commerce, Agile/Scrum Development, Technical Architecture, CI/CD Workflows
- **Web Production:** Landing page and feature launches, content updates, QA, and publishing workflows with marketing and product teams
- **Content & Media:** Short-form video production, copywriting, Adobe Creative Suite
- **Tools & Collaboration:** Git, GitHub, Bitbucket, Jira, Confluence, Figma, Notion, Wrike, Google Analytics
- **AI-Assisted Development:** Experience leveraging AI development tools and LLM workflows to improve development efficiency, prototyping, debugging, and technical documentation

EXPERIENCE

Freelance Web Developer & Content Creator | [kelati.media](#) | Mar 2026 – Present

- Build, maintain, and consult on websites for clients and personal projects
- Volunteer web developer for the Rainier Beach Coalition WordPress site (rbcoalition.org) since July 2026: on-page SEO, Core Web Vitals, page speed, responsive and accessibility improvements, and content updates
- Creating short-form content since 2024: **100+** videos produced with **20+** local businesses, restaurants, and events, reaching **10,000+ followers** across platforms ([kelati.media](#))

Web Developer | IG Design Group Americas | Dec 2024 – Sep 2025

- Led development and optimization initiatives for BigCommerce storefronts, improving performance, maintainability, and customer experience through advanced theme customization and API integrations
- Partnered cross-functionally with marketing, product, and business stakeholders to deliver scalable ecommerce features and UX enhancements
- Contributed to frontend architecture decisions, responsive design standards, and accessibility-focused implementations
- Supported ongoing platform operations, troubleshooting, and deployment efforts across multiple digital properties

Development Lead | Overdose. | Mar 2022 – May 2024

- Served as hands-on technical lead across Shopify Plus and BigCommerce projects, contributing directly to architecture, development, code reviews, and technical decision-making
- Led implementation of scalable, customer-facing web solutions including headless commerce builds, custom storefronts, and third-party integrations
- Partnered closely with UX, design, and business teams to translate requirements into performant, maintainable web experiences
- Drove frontend best practices around accessibility, responsive design, maintainability, and performance optimization
- Facilitated technical workshops and proof-of-concept development for enterprise merchants and stakeholders
- Received Honorable Mention in the 2023 BigCommerce + Stripe Hackathon for a real-time payments integration proof of concept

Web Developer | Overdose. | Nov 2019 – Mar 2022

- Built custom Shopify and BigCommerce storefronts in Agile development environments with close collaboration across UX, DevOps, and product teams
- Developed responsive, accessible frontend components aligned with WCAG standards and modern web best practices
- Contributed to scalable frontend architecture and reusable component development across multiple enterprise ecommerce projects
- Supported QA testing, deployment workflows, and cross-browser performance optimization initiatives

Support Developer | Sinclair Broadcast Group | Jan 2018 – Nov 2019

- Supported and maintained 200+ media websites and OTT applications in a high-availability production environment under strict SLA requirements
- Diagnosed and resolved frontend defects, CMS issues, and production incidents across distributed digital platforms
- Developed WordPress-based website features and investor relations components using JavaScript, HTML, CSS, PHP, and SQL
- Collaborated with internal stakeholders to improve content workflows and web platform stability

Multimedia Producer | Sinclair Broadcast Group | Oct 2016 – Jan 2018

- Managed end-to-end creative production for client marketing packages
- Designed and delivered media products, including websites, videos, and banner ads
- Analyzed performance metrics to optimize marketing effectiveness
- Ensured timely project completion within service level agreements

EDUCATION

Washington State University

B.A., Journalism & Media Production — 2013

Code Fellows

Certificate, Advanced Software Development in Full-Stack JavaScript — 2018

CERTIFICATIONS

- Certified SAFe® 4 Scrum Master
- BigDesign – BigCommerce
- Contentstack Catalysts Certified Developer