

Vinny Moreira

Senior Full-Stack Web Developer · 20+ Years · JavaScript, PHP, WordPress, React

Open to full-time and contract roles

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ABOUT

I'm a full-stack web developer with over 20 years of hands-on experience building websites, web applications, and custom tools. I've spent my career working across agencies and running my own independent studio, with a focus on WordPress, JavaScript, PHP, and modern frontend frameworks like React, Astro, and Nuxt. I've architected custom frameworks used to ship dozens of production sites, built complex internal tools and plugins, and increasingly leverage AI as a development accelerator to deliver ambitious projects faster. I care about writing clean code, building things that actually work for end users, and keeping projects moving smoothly from kickoff to launch.

EXPERIENCE

Mrktmade

Dec 2022 — Present

Senior Web Developer

- Led a full modernization of the development stack, significantly improving developer workflow and enabling the company to scale from 8 to 30+ employees.
- Architected and built a custom WordPress framework from the ground up, then used it to ship 75+ production websites engineered for scalability, performance, and long-term maintainability.
- Mentored and onboarded the development team on the new framework, establishing coding standards and workflows that became the foundation for all future projects.
- Engineered complex internal tools, including an AJAX-powered bulk image uploader with drag-and-drop reordering, and an automated content publishing tool that uses the Google Drive API to transform hundreds of documents into structured WordPress pages.

VM Concepts

May 2012 — Feb 2026

Founder

- Founded and operate an independent web development studio, running all aspects of the business from client acquisition and consultation through design, development, and long-term support.
- Design and build custom software solutions for small businesses, ranging from marketing websites to complex web applications and internal tools.
- Leverage AI as a development accelerator to architect and ship complex tools and plugins faster, allowing for ambitious projects that would traditionally require a full team.
- Built a personal progressive web app that consolidates several daily-use tools into a single unified platform, including client management, task tracking, fitness logging, and personal finance, demonstrating end-to-end ownership of a modern full-stack application.
- Host, manage, and secure websites, providing ongoing support and IT assistance covering email, security, and digital integrations.

Traina

Jan 2020 — Dec 2022

Front-End Developer

- Developed award-winning, rich-media websites using modern tech stacks including WordPress, Astro, Nuxt, and React, delivering high-quality experiences across a range of client industries.
- Contributed to and maintained reusable component libraries and design systems, improving consistency and development speed across multiple concurrent projects.
- Translated complex design concepts from Figma into pixel-perfect, responsive interfaces, with careful attention to motion, interaction, and cross-browser compatibility.
- Consistently met rigorous deadlines while collaborating closely with designers and account managers to prioritize features, manage scope, and keep projects on budget.
- Led client-facing handoff meetings to present final deliverables and provide training on content management, ensuring clients were confident maintaining their sites post-launch.

NKP Medical Marketing

Sep 2010 — Sep 2018

Operations Manager / Senior Web Developer

2015 — 2018

Front-End Developer

2012 — 2015

Junior Front-End Developer

2010 — 2012

- Promoted twice over eight years, progressing from Junior Developer to Operations Manager while helping grow the company's web development capabilities.
- Restructured company workflow as Operations Manager, cutting production time in half and building the internal client and project management software used across the organization.
- 200+ high-end websites developed for medical and healthcare clients, including custom WordPress themes and plugins that extended platform functionality.
- Created a hands-on technical hiring process that helped identify and recruit seven high-performing developers to the team.
- Led on-site SEO optimization efforts that significantly improved client search rankings, and represented the company as a web development expert at industry trade shows across the U.S. and Canada.

SKILLS & TOOLS

LANGUAGES & FRAMEWORKS

JavaScript, TypeScript, PHP, HTML/SCSS, React, Next, Vue, Nuxt, Node, Astro, GSAP, Tailwind

CMS & PLATFORMS

WordPress (themes & plugins), Decap CMS, Netlify, AWS

DATABASES & APIS

MySQL, MongoDB, REST APIs, Google APIs

TOOLS & WORKFLOW

Git, GitHub, Vite, ESbuild, GSAP, Claude Code, VSCode, Figma

LANGUAGES

English Portuguese Spanish

EDUCATION

Santa Monica College

AA, Computer Information Systems · 2008