Adriano Fernandes

Senior Web Developer | WordPress · PHP · WooCommerce | Next.js · React · Headless CMS | Performance, Technical SEO & Security

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SUMMARY

Senior Web Developer with 8+ years of experience. I solve the problems that make a website slow, insecure or hard to maintain, working with WordPress and PHP at the code level: custom themes and plugins, WooCommerce, performance, Core Web Vitals, technical SEO and security. My base theme scores 90+ on PageSpeed Insights on mobile and desktop, and I have recovered 20+ hacked WordPress sites. I work daily with Next.js, React and Tailwind on headless projects with Strapi and Payload CMS. I use AI in development, always with specification and human review.

TECHNICAL SKILLS

WordPress & PHP: custom themes and plugins, ACF, WooCommerce (hooks, checkout, integrations), REST API, WP-CLI, MySQL; Elementor, Oxygen, Bricks

Performance & technical SEO: Core Web Vitals, Lighthouse, PageSpeed Insights, caching and asset optimization, Google Search Console, GA4, Tag Manager, Google Ads conversion tracking

Security: malware and backdoor removal, safe cleanup, WordPress hardening

Front-end: JavaScript, TypeScript, HTML, CSS, Sass, Tailwind CSS, web accessibility, landing pages

Next.js & headless: Next.js, React, Strapi, Payload CMS, Prisma, Node.js

Tools & infrastructure: Git/GitHub, GitHub Actions (basic CI), Docker, cPanel, Hostinger, Cloudflare; local, staging and production deployment flow with approval

AI in development: Claude, ChatGPT, Gemini, Codex, MCP

EXPERIENCE

Senior WordPress Developer | Fasters Soluções em Tecnologia

May 2026 – Present · Remote

- Implemented my self-developed, specification-driven WordPress base theme (ACF, Tailwind), adapted to company standards: sites built on it score 90+ on PageSpeed Insights (mobile and desktop), and an institutional website can be delivered in 3–4 days, depending on scope.
- Contributing to the migration of dozens of websites for a premium real estate group from WordPress to Strapi + Next.js: helping define the shared standards, building the sites and maintaining the codebase.
- Built two complete websites with Next.js, React and Tailwind, using Payload CMS and a custom CMS.
- Recovered compromised WordPress sites (malware and backdoor removal, safe cleanup, hardening) and applied security practices from the start of each new project.
- Technical leadership on projects: quality standards, deliverable validation, technical support to developers and priority planning with the client.
- Conversion-focused landing pages (GTM, pixels, GA4); local, staging and production deployment with approval, WP-CLI and basic CI with GitHub Actions.

Front-end / WordPress Developer

Feb 2022 – May 2026 · Remote

- Developed and maintained institutional websites and e-commerce stores on WordPress for clients across different industries.
- Built custom WordPress themes in PHP and projects with Elementor, Oxygen Builder and Bricks.
- Built custom WordPress plugins for security, access control, third-party integrations (Microsoft Teams, Slack, Discord) and PDF generation; maintained discontinued plugins in legacy projects until migration.
- Developed, customized and optimized WooCommerce stores (hooks, checkout and integrations), focusing on performance and technical SEO.
- Performance optimization (caching, asset compression, Core Web Vitals) and REST API integrations.

Front-end Developer

Dec 2020 – Feb 2022 · Remote

- Built responsive interfaces for institutional WordPress websites with Bootstrap and Sass; optimized performance through caching and asset compression.
- Applied on-page and technical SEO; maintained legacy systems and migrated features to PHP and REST APIs.

Web Developer | Idea Publicidade

Feb 2018 – Dec 2020 · Extrema, Brazil

- Developed a dynamic corporate portal with PHP and MySQL; built promotional hotsites and responsive interfaces.
- Applied on-page SEO, managed projects end to end from concept to launch and trained clients to use WordPress.

PROJECTS

- **Hacked WordPress site recovery.** Recovered 20+ compromised sites: diagnosed modified files, backdoors and unauthorized access; removed malware while preserving content; post-cleanup hardening (updates, file permissions, credentials and configuration).
- **Specification-driven WordPress theme.** A theme built from scratch and used as a foundation for new projects, in PHP with ACF and Tailwind, no page builder. Scores 90+ on PageSpeed Insights (mobile and desktop) and enables delivery of an institutional website in 3–4 days and a landing page in up to 1 day, depending on scope.
- **Figma plugin for design tokens.** A TypeScript plugin (Figma Plugin API) that extracts design tokens and layout references to speed up design-to-code conversion.

EDUCATION & LANGUAGES

Associate's degree, Systems Analysis and Development — FAEX, Faculdade de Extrema (2015 – 2017)
Languages: Portuguese (native) · English (B1/B2, projects and technical documentation)
Certifications: WordPress as a CMS