

Jamie Wilson

AI Engineer / Website Developer

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GitHub: <https://github.com/dottereldesign>

PERSONAL STATEMENT

Website developer and AI engineer with a passion for design. Experience creating brand systems and turning stakeholder requirements into innovative and accessible digital experiences.

Hands-on across Figma, WordPress/CMS platforms, HTML, CSS, JavaScript, GitHub, documentation and AI-assisted workflows. Strong at bridging design intent and implementation through scalable UI patterns, practical front-end delivery, CMS component thinking, troubleshooting and clear technical communication.

CORE SKILLS

Design systems & UI craft	Figma, responsive layout systems, reusable UI patterns, component variants, interaction quality, visual refinement, IA and UX guidelines
Front-end implementation	HTML, CSS, JavaScript, custom front-end work, WordPress, Gutenberg, Divi 4/5, Elementor, Avada, performance-minded refinement
CMS, integrations & delivery	Hail CMS, Hail Connect, content workflows, article/publication feeds, Cloudways, LocalWP, WP-CLI, DNS, QA and launch support
Tooling, documentation & AI	Git, GitHub, VS Code, Notion, HelpScout, structured documentation, Codex and AI-assisted design/code workflows

TOOLS & TECHNOLOGIES

Figma, WordPress, Hail CMS, Gutenberg, Divi 4/5, Elementor, Avada, HTML, CSS, JavaScript, Git, GitHub, VS Code, LocalWP, WP-CLI, Cloudways, WPStaq, DNS, Notion, HelpScout, Codex, AI-assisted design/code workflows.

EXPERIENCE

Hail - Your Communications Partner | Website Developer | Full-time | Sep 2025 - Present

- Design, build and improve websites for schools and education-sector clients across New Zealand and Australia, taking work from layout direction through implementation, QA and launch support.
- Translate brand, content and UX requirements into reusable WordPress, Gutenberg, Divi 4/5, Elementor and Avada layouts, utilizing CSS, JavaScript, PHP, and React where needed to refine interaction, responsiveness and visual quality.
- Integrate Hail CMS content into WordPress sites, including articles, publications, content feeds and custom display patterns that keep content workflows maintainable for clients.
- Develop repeatable front-end and CMS patterns for cards, hero sections, navigation, article feeds, forms, buttons, publication layouts and responsive page structures.
- Handle Cloudways migrations, staging setup, QA, DNS checks, cache clearing and post-launch fixes, with attention to performance, reliability and client-facing quality.
- Troubleshoot live-site issues across plugins, forms, SMTP, SEO, caching, page builders and browser/device behaviour, then document fixes and repeatable processes for future use.
- Use AI-assisted workflows and Codex to speed up implementation thinking, CSS/JS refinement, debugging, prompt handoff, documentation and structured design-to-code exploration.

Hail - Your Communications Partner | Tech Support | Full-time | Feb 2025 - Aug 2025

- Managed frontline technical support for Hail CMS and WordPress clients, managing client issues, reproduction steps and development follow-up.
- Reproduced bugs, identified root causes and supported content, plugin, domain, email, CMS and workflow issues across live client environments.
- Helped turn recurring support issues into documented fixes, QA checks and improved implementation practices.

Hail - Your Communications Partner | Student Intern | Internship | Aug 2024 - Jan 2025

- Researched international school apps and developed a competitor matrix to uncover product gaps and opportunities.
- Assessed mobile development frameworks, selected React Native with Expo, and built a functional prototype.
- Worked with stakeholders to refine concepts and present findings that helped shape the direction of the Hail mobile app.

References available on request