

Jon Field

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Web developer who works across the whole website: planning, CMS architecture, frontend, hosting, launch, and the client conversations in between. I started in marketing, which still shapes how I think about content, search, and the people who have to use what I build.

Experience

Strausberg Group

Web Developer

Jul 2018 - Present

- Rebuilt Downtown Burbank as a headless WordPress and Astro site on Cloudflare. Owned technical planning, CMS design, content migration, search, mobile design, accessibility, launch, and maintenance; the new site earns near-perfect Lighthouse scores.
- Built a standalone Astro site for Downtown Burbank's FIFA World Cup fan zone so a projected 10x traffic spike never touched the client's WordPress hosting. Handled ADA review, mobile design, hosting, DNS, SEO, and launch; the event sold out and 82% of visits came from phones.
- Built the agency's WordPress starter theme with ACF, custom post types, and Gulp, replacing page-builder setup with a shared foundation that is faster to launch and debug.
- Wrote the agency's WCAG 2.2 AA launch checklist and trained designers and developers on it. New sites routinely ship with Lighthouse scores above 90.
- Work directly with clients from strategy workshops through training and handoff, turning technical tradeoffs into decisions people can actually make.

Independent work

Freelance developer and project builder

2020 - Present

- Designed and built Lot 05's marketing site, Sanity CMS, and Cloudflare hosting, balancing an image-first design with the content and structure search engines need.
- Built BaseballConnect with two partners: WordPress theme, membership and course stack, a job scraper covering 25 MLB teams, subscriber email digests, and an AI resume reviewer. The product ran for three years with paying members before closing in 2026.

FreightPOP

Marketing Coordinator

Jul 2017 - May 2018

- Rebuilt the company website with modular HTML, CSS, and JavaScript components, then improved its speed, metadata, internal linking, and content. Traffic doubled within six months of launch.
- Tested calls to action and the contact flow, helping lift free-trial conversions by 40% over six months.
- Cleaned the analytics data and maintained a daily dashboard so the company could see what its marketing was doing.

Skills

Build: Astro, WordPress, PHP, JavaScript, TypeScript, HTML/CSS, React, PostgreSQL, Sanity, ACF

Ship: Cloudflare, WP Engine, DigitalOcean, Git, SSH, DNS, performance, technical SEO, WCAG 2.2 AA

Work: CMS architecture, content modeling, Figma, analytics, client workshops, training, documentation

Education

Biola University - B.S. Business Administration, Marketing, 2017