

CHRIS KELLEY /

Full-Stack Developer · WordPress · Self-Hosted Infrastructure

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/ PROFILE

14+ years shipping production code across the full stack – frontend, backend, infrastructure, and embedded systems. Deep expertise in WordPress at scale: 8 years leading plugin development across millions of active installs, from Gutenberg and REST API internals to performance optimization and security. Equally fluent in modern tooling – Next.js, TypeScript, PostgreSQL, Node.js, and Docker – with a track record of owning the entire technical layer on every project I’ve worked on. When I’m not at a keyboard, I’m behind a camera or in the workshop – solving a different kind of problem with the same eye for detail.

/ SKILLS

WordPress Gutenberg · Block Editor · REST API · WP-CLI · Custom Post Types · Hooks/Filters · Multisite · WPCS · WooCommerce

Frontend Next.js · React · TypeScript · Motion · Tailwind

Backend Node.js · PHP · PostgreSQL · MySQL · Supabase · Redis · REST · GraphQL

Infra Docker Swarm · CI/CD · Gitea · Drone · Linux · Vercel · Supabase

Other Arduino / C++ · Unity / C# · CNC / CAM

/ EXPERIENCE

Freelancer · Remote

2024 — Present

- Returned to independent work building full-stack web applications for small businesses and returning clients – Next.js, React, and custom internal tools.
- Deepened expertise in modern stack tooling – TypeScript, Next.js, Tailwind, PostgreSQL, and Docker – shipping projects end-to-end from design through deployment.
- Handled end-to-end client work: scoping, development, hosting, CI/CD, and ongoing maintenance across modern web stacks.
- Built and maintained self-hosted infrastructure (Gitea, Drone CI, Docker) to support development workflows and client project delivery.

Lead Developer · Envira Gallery LLC, Remote

Feb 2016 — Mar 2024

[SoliloquyWP](#) Feb 2016 + [Envira Gallery](#) Sept 2016 + [NextGen Gallery](#) April 2020

Product ownership: Awesome Motive (2016-2017, 2023-2024) · Lionsher (2017-2023)

- Scaled from sole developer on SoliloquyWP to leading all engineering across three WordPress plugins (Soliloquy, Envira Gallery, NextGEN Gallery) with millions of combined active installs.
- Hired, mentored, and managed a team of developers; ran sprint planning, code reviews, and release cycles with full ownership of technical direction across all three products.
- Owned the product roadmap end-to-end: prioritized features from support data, usage telemetry, and competitor analysis; communicated release plans to stakeholders and translated business goals into engineering sprints.

- Led performance audits across all three plugins – profiled database queries, reduced asset payloads, and shipped optimizations that had to survive every WordPress version, hosting environment, and edge case at scale.
- Established engineering standards across the team: enforced WPCS linting, introduced automated testing, and built CI pipelines that caught regressions before they reached millions of users.
- Maintained full backwards compatibility across major WordPress releases, proactively auditing deprecations, REST API changes, and block editor updates to ensure zero downtime for the install base.
- Took over NextGEN Gallery (April 2020) – onboarded a legacy codebase with a large, vocal user base; stabilized the release pipeline and aligned the plugin’s architecture with the existing Envira/Soliloquy ecosystem.
- Triageed and shipped security patches under tight timelines; worked within the WordPress.org plugin review process and coordinated responsible disclosure for vulnerabilities across all three products.

Freelancer · Remote

2012 — 2016

- Built WordPress sites and custom web applications for local businesses and design agencies – handling the full cycle from scoping through deployment as the sole developer on every project.
- Partnered with design firms as implementation lead, translating comps into production code and managing client communication through delivery.
- Managed end-to-end delivery on multiple concurrent projects – scoping, timelines, budgets, and ongoing maintenance – building the client base that became Organic Bee Media.

/ EDUCATION

Self-Taught / Continuous Learning

2012 — Present

14+ years of hands-on production experience across frontend, backend, embedded, and infrastructure. Supplemented by open source, technical documentation, and a lot of late nights.

Associate of Science (A.S.), Web Design and Development, IADT-Tampa, Online

2010 — 2012

References available upon request · iwritecode.io

/ Chris Kelley · 2026