

CHRISTIAN JAY MADRIGAL

FRONT-END & WORDPRESS DEVELOPER • AI-AUGMENTED WEB & AUTOMATION BUILDER

Philippines (Remote) • 7+ Years Experience • christianjay.webdev@gmail.com • 0905 676 2394 • [chanmadz.digital](#)

PROFILE

Front-End and WordPress Developer with **7+ years of agency experience**, specializing in high-end, responsive, conversion-focused websites. Strong in Elementor, WooCommerce, and custom coding to extend design and functionality beyond standard builders — now paired with **AI-accelerated workflows** using Claude, ChatGPT, and Lovable to prototype, build, and automate faster without sacrificing quality. Comfortable handling full projects independently or collaborating with remote teams.

KEY SKILLS

- Development:** HTML5, CSS3, JavaScript, jQuery, PHP
- WordPress & E-commerce:** WordPress, WooCommerce, Elementor, Elementor Pro, Crocoblock (JetEngine), Beaver Builder
- AI Tools & Automation:** Claude, ChatGPT, Lovable (AI app builder), Stitch (AI-assisted UI/UX) — used for rapid prototyping, code generation, content QA, and client workflow automation via n8n / Zapier
- Design & Workflow:** Figma, PSD, Responsive Design, Mobile-First Development

EXPERIENCE

Front-End / WordPress Developer

Netherlands-Based Web Agency (Remote) | 2021 – Present

- Build custom WordPress websites using **Elementor, Elementor Pro, and Crocoblock**
- Convert **Figma/PSD designs** into pixel-perfect, responsive websites
- Develop **advanced WooCommerce setups** (custom pricing, roles, checkout logic)
- Create custom **CSS, jQuery, and PHP** solutions when plugins fall short
- Use **Claude and ChatGPT** throughout the build process to speed up coding, debugging, QA, and client-facing content
- Prototype internal tools and client workflow automations with **Lovable and n8n** to cut manual turnaround time
- Maintain multilingual websites using **Weglot**
- Perform post-launch fixes, responsiveness checks, and optimizations

WordPress Developer

Philippine Web Agency | 2019 – 2021

- Developed and maintained client websites using WordPress
- Turned static designs into functional, user-friendly websites
- Worked directly with clients to implement revisions and improvements

SELECTED WORK

- Complex WooCommerce logic for private vs. business customers
- Websites for law firms, restaurants, fitness, consulting, and e-commerce brands
- Custom scripts & plugins for UI behavior and performance enhancements
- AI-assisted prototypes and internal automations built with **Lovable and n8n** to reduce manual, repetitive client work

STRENGTHS

- Detail-oriented & reliable
- Strong problem-solving skills
- Clear communicator in remote teams
- Able to manage projects end-to-end
- Quick to adopt and apply new AI tools to improve speed and output quality

AVAILABILITY

Open to remote full-time, freelance, or project-based work.