Liz Basson

Web Developer | Front-End Specialist | Advocate for Impactful UX & Design

Burnaby, BC V5H 1R2, CA | Remote | LinkedIn: linkedin.com/in/mslizbasson

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Professional Summary

Highly motivated web developer with 11+ years of experience building high-performing, accessible websites. Proven success in improving SEO, site speed, and user engagement. Strong client relationship skills focused on measurable business results. Developing expertise in React.js and modern JavaScript frameworks to broaden front-end capabilities and stay ahead of evolving technologies.

Key Projects: Available upon request

Hard Skills: HTML, CSS | SCSS, JavaScript, PHP, React JS | Next JS, Tailwind CSS, WordPress, Elementor, GitHub, Figma, Adobe Suite, Google Analytics, AI and Automation; SEO optimization, site speed tuning, schema markup; Agile, Scrum, Monday.com, QA testing; UX/UI design, accessibility;

Soft Skills: Strong organization, communication, client collaboration, project leadership, problem-solving, intuitive

Professional Experience

Freelance Web Developer / Upskilling - Remote, BC, Canada | Jul 2025 – Present

- Providing freelance WordPress development support for small business websites and ongoing site maintenance projects.
- Actively engaging in professional communities, online workshops, and code challenges to refine front-end and accessibility skills.

Lead Web Developer - Boleyn Media Group, Remote, BC, CA | Mar 2023 - June 2025

- Delivered 25+ WordPress websites with custom features, improving client engagement
- Improved SEO rankings by up to 40% through targeted keyword optimization, schema markup, and performance tuning using Google Analytics and Search Console
- Collaborated closely with project managers and designers to ensure alignment of design, UX, and development
- Translated Figma designs into responsive, high-performance WordPress websites
- Established documentation standards, improving team onboarding
- Collaborated on several high-traffic tourism websites for Vancouver Island from 2023 to 2024
- Reduced website issues by 60% through QA audits and detailed checklists, significantly enhancing project quality and accuracy

Senior Web Designer & Front End Developer - Partner / Remote, SA | Oct 2014 - Feb 2023

- Led redesigns and website development for 30+ websites and apps across industries, increasing user retention and client satisfaction through close collaboration with clients
- Streamlined front-end workflows, reducing dev time by 20%
- Managed projects with budgets up to $50K, consistently delivering on time and within budget

Junior Web Developer - Pixel Perfect, South Africa | Mar 2014 - May 2014

- Developed PHP-based websites and email templates and visual assets for digital campaigns

Education

Degree: Bachelor of Arts in Humanities (Socio-Informatics) - Stellenbosch University, SA | 2010 - 2013

Certificates: Graphic & Web Design, GetSmarter | 2014

Eligibility & Availability: Full Working Rights | Remote Ready