REGINALD WOODS

FULL-STACK DEVELOPER

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SUMMARY

I'm a full-stack developer with 8+ years of experience building production software across desktop applications, web platforms, and e-commerce. I founded SpiderHouse Development, where I designed, developed, and commercially released a cross-platform finance application built with React, Electron, and SQLite. I also developed a WordPress theme that builds complete websites in seconds from a single intake form. Before that I led a distributed team of four to six developers and owned the digital operations of a multi-brand e-commerce business, where a storefront rebuild I led increased lead generation by 45%.

TECHNICAL SKILLS

Languages	JavaScript (ES6+), PHP, SQL, HTML, CSS, SASS
Frontend	React 18, Redux Toolkit, Material UI, Chart.js, Bootstrap
Backend and Data	Node.js, Laravel, SQLite, MySQL, REST API design and integration, relational schema design, versioned migrations, JWT and OAuth, Stripe and PayPal
Desktop	Electron, electron-builder, IPC architecture, code signing and notarization
WordPress and E-commerce	Gutenberg block development, FSE theme development, WP REST API, Interactivity API, plugin development, Magento, WooCommerce
Tooling and Ops	Git, GitHub Actions, release automation, SSH, nginx, cPanel, DNS
Performance and SEO	Core Web Vitals (LCP, CLS, TTFB), asset preloading, caching strategy, image optimization, keyword targeting, schema structure, Google Tag Manager, GA4

EXPERIENCE

Founder and Lead Developer, SpiderHouse Development

2024 to Present

Los Angeles, CA

I currently run an independent software studio, designing, building, and selling my own desktop and web software alongside client development work. I have commercially released a cross-platform finance application for Windows and macOS as well as a WordPress theme that builds a complete website in seconds from a single form.

- Own the full product lifecycle on multiple projects, including architecture, implementation, licensing, release engineering, and customer support.
- Delivered production software across fundamentally different architectures, from packaged desktop applications with local persistence to server-rendered web platforms.
- Delivered client web development and technical SEO, with results including a 50% increase in organic traffic and first-position rankings in competitive verticals.

Accompt: Cross-Platform Desktop Finance Application

React 18 | Electron | SQLite | Redux Toolkit

- Designed an 18-table relational schema with enforced foreign keys and partial unique indexes, storing money as integer cents so balances never drift from floating-point rounding.
- Built a versioned migration system that backs up the database, verifies integrity with PRAGMA foreign_key_check, and rolls back atomically on failure, so a bad release can never corrupt a customer's financial history.
- Built a goal engine that computes progress live from transactions elsewhere in the app rather than storing it, with four goal models, inverted logic for spending limits, and recurring goals that roll over on schedule and survive leap years and month-end dates.
- Automated signed and notarized universal macOS releases via GitHub Actions using an ephemeral build keychain, notarytool, and stapling.

LittleExtra: WordPress FSE Theme with Site Generation Engine

PHP | React | Gutenberg | REST API

- Built a scoring algorithm that weighs hundreds of layout patterns against user-submitted business details to assemble a multi-page site that is unique and specific to that business.

- Designed the JSON data model behind libraries of thousands of tagged entries, letting the matching system fill each generated layout with industry-appropriate copy and imagery instead of placeholder text.
- Wrote the parser that indexes the pattern library, with a hand-built extractor for nested structures regex can't handle and file-signature caching so the index rebuilds itself whenever a pattern changes.
- Automated the entire build through WordPress core APIs, generating pages, custom post types and templates, navigation wired to real URLs, as well as the site's color palette, fonts, and button styles.
- Developed 16 Gutenberg blocks using dynamic PHP render callbacks, block context providers and consumers, and the WordPress Interactivity API.
- Added greater control without removing native block behavior by extending 26 WP core blocks via register_block_type_args, render_block, and higher-order component filters.

Lead Developer, COLAB Digital Marketing

2023 to 2024

Los Angeles, CA

A full-service digital marketing agency providing strategy, design, web and app development, SEO, and ads management. I led development on concurrent client projects in PHP, Laravel, and JavaScript, managing a distributed team of four to six developers and reporting to company leadership.

- Developed a Laravel bulk-ordering platform for a nine-location retail chain, integrating a third-party commerce API for catalog, inventory, and order creation alongside Stripe and PayPal payment processing.
- Added geolocation-based store routing and destination-based tax and shipping logic to that platform, with per-location stock checked live at checkout.
- Managed four to six developers across time zones, assigning work, tracking delivery, and owning deadlines on concurrent client builds.
- Served as the technical escalation point between the development team and management, translating client requirements into work the team could execute.

Emerald Integrations

2017 to 2023

Los Angeles, CA

Web Developer and Digital Operations Lead

2021 to 2023

A multi-brand e-commerce business selling vehicle accessories through two storefronts, one on Magento and one on WooCommerce, alongside eBay and Google Shopping. I owned all projects for every digital asset across the parent company and its subsidiary, Car Integrations, LLC.

- Rebuilt customer-facing product page templates and purchase interfaces, increasing lead generation 45% and sales 15% while reducing cart abandonment.
- Maintained and extended the storefronts across both brands, covering template work, extension configuration, and platform upgrades.
- Managed product listings and feeds across eBay and Google Shopping, and owned Mailchimp campaigns, paid advertising strategy, tag implementation, and analytics reporting.

Website Administrator

2018 to 2021

Promoted out of customer service into the company's first dedicated web role, responsible for the day-to-day operation of both brand storefronts. The work spanned diagnosing and resolving site bugs, implementing new functionality for the business, and managing platform and extension upgrades across both stacks.

- Fixed the recurring failures the support team had been absorbing manually, resolving them at the source instead of routing around them.
- Maintained feature parity between the two brands, translating the same changes into Magento's and WooCommerce's very different template and extension systems.
- Implemented Google Tag Manager and Analytics tracking across both sites and coordinated contractors on technical and off-page SEO.

EDUCATION AND CERTIFICATIONS

freeCodeCamp: JavaScript Algorithms and Data Structures, Front End Development Libraries, Responsive Web Design

Meta via Coursera: React