

james knowles

james@james-knowles.co.uk | 07713353156 | Manchester | <https://james-knowles.co.uk/resume/>

SKILLS

Languages PHP, SCSS, Javascript, HTML5, JQuery
Platforms Wordpress, Shopify, Woocommerce, Webflow

CERTIFICATIONS

Shopify Developer Fundamentals *December 2025*

Shopify

EXPERIENCE

Mid-Level Web Developer

Pixel Kicks, Manchester

July 2024 - Present

- Development on custom WordPress and Shopify builds
- Bespoke WooCommerce functionality for complex ecommerce requirements
- Shopify theme development using Liquid and JavaScript
- Performance, accessibility, and Core Web Vitals optimisation
- Staging/production workflow management and deployments
- Built sites using ACF blocks in a custom theme architecture
- Championed code reviews, modern standards, and best practices

Junior Web Developer

Factory Pattern, Cheltenham

August 2022 - June 2024

- Built and maintained multiple WordPress websites to a consistent, high standard
- Developed custom WooCommerce functionality including variable products, checkout flows, and order logic
- Deepened working knowledge of the WordPress ecosystem: theme hierarchy, hooks, custom post types, and taxonomies
- Wrote clean, maintainable PHP and SCSS across a growing portfolio of client projects
- Worked with ACF to create flexible, editor-friendly content structures
- Managed multiple client projects simultaneously, improving estimation and time-management skills
- Collaborated with designers and project managers to translate briefs into reliable, tested builds

Apprentice Web Developer

Toolkit Websites, Portsmouth

August 2021 - May 2022

- Created custom websites on a proprietary CMS using HTML, CSS, and JavaScript
- Front-line support desk handling inbound calls, emails, and tickets from a large client base
- Diagnosed and resolved website, email, and DNS issues under time-sensitive SLAs
- Built strong client communication skills, translating technical problems into clear, reassuring updates
- Developed a methodical troubleshooting approach across hosting, domains, and CMS platforms
- Balanced support workload with ongoing development tasks, sharpening prioritisation and multitasking

PROJECTS

Three Counties Showground

<https://threecounties.co.uk/>

A WordPress Multisite network with a shared parent theme and per-event child themes styled to each brand's guidelines. The project was heavily UX-driven, with the design phase focused on maximising ticket enquiry conversions across all sites.

Gazeboshop

<https://www.gazeboshop.co.uk/>

One of the largest WooCommerce projects I've delivered, featuring complex product variations and bespoke functionality. The product detail pages required careful UX consideration to present dense specification data in a clear, conversion-friendly layout.

Phoenix Health

<https://www.phoenixhealth.co.uk/>

A custom WordPress build powered by ACF for flexible content management. The design-heavy nature of the project pushed me to refine my SCSS architecture and deepen my approach to responsive, mobile-first layouts.

Spirit of Yorkshire

<https://www.spiritofyorkshire.com/>

My first WordPress build in a professional setting. I developed the variable product pages and contributed blocks across the site, collaborating closely with a senior developer to deliver a polished ecommerce experience.

Squashed Robot

<https://squashedrobot.co.uk/>

A WordPress brochure site built with ACF for structured content management. The creative-led design called for precise attention to detail in the front-end build, with a strong emphasis on layout fidelity and responsive behaviour.

EDUCATION

BTEC Level 3 Diploma Computing

Evesham College, Evesham Merit

September 2019 -
June 2021