

Jovan Rudić Vranić - Full-Stack Web Developer

info@jovanrudic.com · jovanrudic.com · linkedin.com/in/jovanrudicvranic ·
github.com/Rudic21302

SUMMARY

Full-stack web developer building custom WordPress and WooCommerce sites since 2024, working in PHP, JavaScript and React. Took a retailer's decade-old online shop to a new custom store single-handed, migrating 700+ products with zero errors and building an admin panel the client runs without technical help. Looking for a development team to ship production work with and keep growing in.

SKILLS

Languages: PHP, JavaScript, HTML, CSS/SCSS, React

WordPress: custom block themes (FSE), Gutenberg blocks (React), Interactivity API, WooCommerce, ACF, Polylang, React, Tailwind CSS, responsive design, Figma to code

E-commerce: WooCommerce, Shopify

Tools: Git/GitHub (Actions CI/CD), Vite, AI-assisted development (Claude Code)

EXPERIENCE

Full-Stack Developer (Freelance) - excellence.rs

Oct 2025 – Mar 2026 · WordPress · WooCommerce · PHP · ACF

- **Data Migration:** Rebuilt 700+ products from a decade-old PHP 5 shop, pulling specs out of free-text descriptions category by category → zero errors.
- **WooCommerce product modelling:** Built one master CSV import schema with per-column conditional logic, creating attributes only where values existed → clean product pages, no empty fields.
- **Custom WordPress theme (PHP + ACF):** Built without a page builder, with one universal page template and a custom WooCommerce archive template → every page, category and collection editable by client.
- **Admin UX for a non-technical client:** Added key catalogue fields to WooCommerce Quick Edit and hiding products without deleting → the client runs the catalogue daily with no technical help.

Frontend Developer - Studio Agnis, Niš

May 2024 – Aug 2025 · WordPress · Shopify · Figma · Trello

- **WordPress from Figma:** Built avask.com pages and responsive content blocks from Figma designs → layouts that held up when non-technical editors filled them in.
- **Client presentations:** Prepared demos and presented sprint work to avask's in-house team, handling peer feedback and follow-up questions → a direct line between the agency and the client team.
- **Fast adaptation (Shopify):** Took over braingood.eu on short notice in a previously unfamiliar stack → delivered at the same code quality as WordPress work.
- **Agile delivery:** Worked in weekly sprints, tracking tasks on a Trello Kanban board → steady, predictable delivery within the agency team.

PROJECTS

jovanrudic.com - Portfolio and developer site

Launched Oct 2026 · WordPress (block theme) · React · Tailwind CSS · Vite · GitHub Actions

Custom block theme: Built an FSE WordPress Theme with theme.json as single design token source.

React + Interactivity API: Wrote Gutenberg blocks with React editors and Interactivity API front ends → every block editable in the admin, no jQuery.

CI/CD: Automated build and deploy to production through GitHub Actions → a push to main reaches the live site with no manual steps.

EDUCATION

BSc Information Technologies (in progress) · Faculty of Sciences, University of Novi Sad · 2024 – 2029 (expected)