

Asheville, NC 28805  
(505) 228-7252  
[linkedin.com/in/laurenbrandt](https://www.linkedin.com/in/laurenbrandt)  
[lauren.dicicco@gmail.com](mailto:lauren.dicicco@gmail.com)

# LAUREN BRANDT DICICCO

---

## PROFESSIONAL SUMMARY

Experienced and passionate Senior Software Engineer with a strong focus on full-stack development and deep expertise in front-end technologies, UX/UI strategy, and WordPress. Recognized for solving complex problems with creativity and precision. Thrives in fast-paced environments, consistently delivering high-quality code, pixel-perfect, accessible interfaces, and user-centered solutions.

## CORE TECHNOLOGIES

- **Front-End:** HTML5, CSS3, SASS, JavaScript (React, Next.js, Vue, jQuery)
- **Back-End & Scripting:** PHP, Laravel, WordPress APIs
- **WordPress Expertise:** Gutenberg block development, ACF, custom hooks, custom post types (CPTs), taxonomies, WordPress queries, CMB2, and custom theme development
- **Tooling & Build Systems:** npm, Webpack, gulp, Git, ESLint, Prettier

## EXPERIENCE

### Three Ships / Home Solutions Frontend Developer

April 2022 - Aug 1, 2025

- Built accessible, high-performing multi-step forms in React and Next.js, integrating with Boberdoo lead management, Segment tracking, and custom validation
- Developed custom Gutenberg blocks using React, ACF, and PHP to support Paid Media and SEO campaigns, increasing user engagement and contributing to revenue growth
- Collaborated cross-functionally with product owners, designers, and stakeholders to gather requirements, propose solutions, and deliver scalable, business-aligned features
- Thrived in a fast-moving team environment, frequently pivoting to meet changing business objectives and stakeholder requirements
- Diagnosed and resolved critical bugs in multiple complex, legacy codebases, improving overall platform stability and increased lead conversion
- Championed codebase consistency by leading initiatives to refactor UI components into reusable, maintainable patterns

- Implemented and supported CRO experiments using Optimizely, collaborating with product and marketing teams to test and optimize user flows for increased conversions

### **Moineau Design / IDXCentral.com**

#### **Senior WordPress Developer, Team Lead**

2018 - April 2022

- Built custom WordPress templates from graphic mockups with a focus on ADA compliance, SEO, and resale flexibility
- Advised clients on implementation strategies to meet project goals within budget and scope
- Integrated plugins and custom post types to enable consistent, client-managed content systems
- Ensured responsive, cross-browser, and cross-device compatibility with thorough QA practices
- Estimated project costs and timelines, ensuring on-time, on-budget delivery
- Managed and mentored a team of two developers, conducting performance reviews and feedback sessions
- Researched and implemented new tools and technologies to improve productivity and expand product offerings
- Collaborated with third-party vendors to integrate emerging tech into client solutions

#### **Technical Lead / Developer**

2008 - 2018

- Built high-traffic WordPress sites using CPTs, fields, plugins, and themes
- Migrated client websites from static HTML to dynamic, WordPress-based solutions
- Created educational resources and authored 30+ tutorials to support client self-service
- Managed a team of two developers, providing performance reviews and mentorship

## **EDUCATION**

**University of New Mexico, Albuquerque** — *B.F.A. Photography*