Christian Paton.

FRONT-END DEVELOPER · GLASGOW

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PROFILE

Front-end developer with over 15 years of experience building custom, standards-compliant WordPress and WooCommerce websites. Most recently co-led a team of six front-end developers at Zap, on a WordPress competitions and e-commerce platform behind 100+ client sites.

Before that, ran an independent studio and a small partnership, delivering 50+ custom WordPress sites for agencies, arts organisations, charities and businesses. Several are still live 3 to 5+ years after launch, and some client relationships have lasted up to 10 years. Comfortable working directly with clients through the full project lifecycle, from requirements and technical recommendations to build, deployment and ongoing support.

EXPERIENCE

Mar 2026 – Jul 2026

Co Head of Front End Development — Zap

- Co-led a team of six front-end developers on a WordPress competitions and e-commerce platform behind 100+ client sites and around £500m a year in online sales.
- Set front-end coding standards, reviewed code and mentored developers on the team.
- Estimated front-end work and worked with project managers, designers and clients to prioritise features and hit agreed delivery timeframes.

May 2023 – Mar 2026

Senior Front End Developer — Zap

- Built a new child theme for the front-end team with an improved SCSS architecture, and contributed CSS, PHP and JavaScript changes to the shared parent theme and Zap plugin.
- Created flexible, content-managed layouts with Advanced Custom Fields (ACF), enabling non-technical editors to manage rich page content.
- Developed reusable page templates and interactive UI components — buttons, forms, toggles — with tailored hover, active, loading and error styling.
- Estimated front-end work, delivered responsive, cross-browser layouts and supported deployments between development and production environments.

Oct 2020 – May 2023

Owner / Director / Developer — Hover State Limited

- Ran an independent web development studio, leading custom WordPress builds for agencies, arts organisations, charities and businesses.
- Stanley Arts (South London arts venue and charity, designed by Design Block): built a custom theme with a content type for each strand of the organisation, ACF flexible content blocks the team extends for new campaigns, customised Events Calendar Pro and Event Tickets listings, and an interactive online treasure hunt.
- Managed the full project lifecycle — client consultation, requirements, wireframes and mock-ups, development, deployment and ongoing support — including hosting, security and maintenance for client sites.
- Partnered with a graphic designer to deliver combined branding and WordPress development.

Mar 2012 – Oct 2020

Partner / Developer — Kin

- Delivered custom WordPress theme development and maintenance for a range of client projects, taking the lead development role within a small partnership.
- Built responsive, cross-browser websites from design through to deployment, working directly with clients and designers to agreed timeframes.
- Maintained and supported live WordPress sites, building long-term client relationships.

Jun 2006 – Feb 2012

Freelance Flash Animator — Raw Nerve

- Produced Flash animation and interactive content within a freelance collective, working with clients including Apple, The Prince's Trust, Nokia and the Natural History Museum, before moving into WordPress development.

SKILLS

- **WordPress:** Bespoke and child themes built from designers' files; Sage 10 (Blade components, layouts); ACF Pro (options pages, repeaters, flexible content blocks); custom post types, taxonomies and archives; AJAX-loaded content (infinite scroll, map data); PHP
- **WooCommerce:** Hook- and template-level customisation of product, cart, checkout and My Account (custom endpoints)
- **Platform work:** Extending proprietary plugins through hooks, filters and template overrides; multi-brand white-label theming from a shared parent theme
- **Hosting & security:** Hosting setup, domains, DNS and SSL; backups and restores; migrations between hosts; core, plugin and theme updates and patching; security hardening; cleaning up hacked sites
- **Integrations:** The Events Calendar Pro & Event Tickets, Search & Filter Pro, Ninja Forms (incl. front-end submissions), Mailchimp, social feeds
- **Front-end:** HTML, Sass/SCSS design systems, Bootstrap 5, JavaScript (ES6+), jQuery; interactive UI and motion: ScrollMagic, Swiper/Flickity, pointer-event interactions
- **Workflow:** Git feature branches on GitHub, versioning a shared parent theme, staging-to-production releases, Vercel deployments
- **AI-assisted development:** AI tools integrated into my everyday development workflow, with the experience to judge when they speed up the work and when a problem is better solved by hand
- **Currently learning:** React, headless WordPress with Next.js, and Vite

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EDUCATION

Trinity and All Saints University — BA (Hons) Digital Media