

# Willie Ching

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## Employment Application

Full-stack web developer with 8+ years of experience building scalable web applications, specializing in WordPress, PHP, JavaScript, and modern front-end frameworks. Experienced in developing high-traffic SaaS platforms, payment integrations, and subscription systems. Currently leading development on Generation Genius, an educational platform used by schools worldwide.

### KEY SKILLS

**Programming Languages:** HTML5/CSS (High) • JavaScript (High) • PHP (High) • Python  
**Software Experience:** Adobe Creative • Visual Studio • Linux Terminal  
**Applications/Frameworks:** WordPress (High) • Laravel • VueJs • React • Node • Cloudflare  
**Databases:** MySQL (High) • Firebase • MongoDB  
**Tools:** Git • Linux • Docker • Stripe API • REST APIs

### EDUCATION

Brigham Young University - Hawaii — Laie, HI

**Bachelor's Degree of Science, Computer Science, 2009 to 2016**

Coursework Includes:

- Developed Android game and programs using object-oriented programming skills
- Programmed simple sorting and calculating algorithms based on project needs

**Full-Stack Coding Bootcamp, University of Utah, June – December 2017**

- The full-stack curriculum includes HTML5, CSS3, JavaScript, jQuery, Node.js, PHP, Express.js, React.js, Database Theory, Bookshelf.js, MongoDB, MySQL, Command Line, Git

### WORK EXPERIENCE

#### Software Developer

Generation Genius (Acquired by Newsela in Feb 2025) (July 2022 - Present)

- Included in TIME Magazine's list of 100 Most Influential Companies in the World for 2023, [TIME MAGAZINE](#)
- Lead developer for a high-traffic K-8 education platform serving millions of teachers and students worldwide using WordPress and custom PHP applications.
- Built and maintained Stripe-based subscription and billing systems, integrating APIs for payments, renewals, and account management.
- Improved site performance and scalability through database optimization, caching strategies, and backend architecture improvements.

Sites include [generationgenius.com](http://generationgenius.com)

**Tech:** PHP, JavaScript, MySQL, WordPress, Laravel, Stripe API, Docker, Git

#### Freelance Web Developer

[willieching.com](http://willieching.com) (July 2020 – Present)

- Multiple years of freelance work primarily through client, Normal Bear Media
- Built custom E-commerce WordPress sites according to client specification

Sites include [greatbayspas.com](http://greatbayspas.com), [galaxyhomerecreation.com](http://galaxyhomerecreation.com) and [aquaquip.com](http://aquaquip.com)

#### Senior Web Developer

Epic Marketing (Jan 2021 - July 2022) – Draper, UT

- Code and implemented multiple WordPress sites from XD layout through HTML/CSS to a custom theme.
- Configured various 3<sup>rd</sup>-party integrations with client websites including Hubspot, Paypal, Stripe, and Salesforce.
- Mentored and oversaw a team of programmers conducting progress reports.

Sites include [expertservicesutah.com](http://expertservicesutah.com), [getgrooven.com](http://getgrooven.com), [endurancewarranty.com](http://endurancewarranty.com), [destinationsinc.com](http://destinationsinc.com)

#### Front End Developer

MityLite (Nov 2017 - Dec 2020) – Orem, UT

- Maintained and updated all MityInc websites (Shopify, Wordpress, Magento, Custom Built Frameworks)
- Projects include work based in JS Frameworks/Libraries (Vue, React, jQuery, Node)

## KEY PROJECTS

### **Generation Genius Subscription Platform (PHP/Wordpress)**

- Designed and implemented Stripe-based billing architecture supporting individual, school, and district subscriptions
- Migrating legacy WordPress billing data into a structured Laravel reporting system
- Built reporting automations and data pipelines for subscription analytics

### **A/B Testing Platform (PHP/Wordpress)**

- Designed and implemented a full A/B testing framework for landing pages and subscription funnels.
- Built experiment assignment logic, variation routing, and backend tracking tied directly to subscription and revenue data.
- Developed reporting queries and dashboards used by marketing teams to evaluate conversion rates and revenue impact.

### **MityLite Quote Builder System (Vue.js)**

- Designed and developed a custom quote builder platform for MityLite sales teams, enabling automated generation of product quotes and pricing configurations.
- Implemented a structured workflow to generate accurate quotes based on product configurations, improving sales efficiency and consistency.