Hratch Simonyan

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818-535-3687
Sun Valley, CA

Summary

Web developer with 15 years of hands-on experience building and scaling WordPress websites, front-end interfaces, and digital products. Skilled in translating business requirements into user-friendly designs and robust code. Adept at UI/UX, analytics integration, and end-to-end web development. Strong background in leading small teams, managing full project lifecycles, and delivering results in fast-paced environments.

Experience

Lead Developer

Sysnovo, Inc. • Los Angeles, CA   09/2014 - Present

- Built 200+ WordPress websites for clients across industries, optimizing for performance, SEO, and conversion.
- Designed responsive UI/UX interfaces and implemented custom themes, plugins, and integrations.
- Developed landing pages and lead capture systems, integrated Google Analytics, and optimized ad campaigns.
- Collaborated directly with clients to gather requirements, create proposals, and ensure project success.
- Maintained long-term client relationships with ongoing support, updates, and optimization.
- Partnered with small cross-functional team to deliver full-cycle solutions from design to deployment.

Developer/Programmer

4Front Studio • Burbank, CA   01/2010 - 08/2014

- Co-founded and built client websites while completing university studies.
- Delivered front-end and WordPress development for local businesses and startups.
- Gained experience in early project management, UI/UX design, and digital marketing integration.

Education

B.S. Computer Information Systems

California State Polytechnic University, Pomona • Pomona, CA   06/2011
Systems Analyst

General Education

Glendale Community College • Glendale, CA   06/2009
Student Body President / Student Trustee

Skills

Web Development, WordPress (themes, plugins, custom code), HTML, CSS, JavaScript, PHP, Design & UX, Responsive design, Wireframing, UI/UX best practices, Analytics & Marketing, Google Analytics, SEO, A/B testing, Client Management, Requirements Gathering, Team Collaboration

Languages

English: Native / Fluent, Armenian: Fluent, Russian: Proficient