

Brody T. Hayden

Louisville, KY, USA | 859-537-2615 | brodyhayden03@gmail.com | brodyhayden.com | [LinkedIn](#)

Recent graduate with experience in web development using WordPress and other CMS platforms. Skilled in theme/plugin management, UI design using Figma, user experience optimization, system maintenance, and project management.

Education

University of Louisville

Aug 2021 - May 2025

Bachelor of Science in Business Administration

Computer Information Systems, Web Development Track

GPA: 3.81

Skills

CMS Platforms: WordPress, Drupal, Squarespace, Shopify

Website Development: HTML/CSS, theme and plugin customization, responsive web design, web form creation, user management, user experience optimization, maintenance and troubleshooting, web security, conceptual understanding of Zapier/automation tools

Design Tools: Elementor, Astra & Spectra, Figma, Adobe Photoshop, Pixelmator Pro

Project Management: Project charters, requirements management & traceability, system architecture diagraming, user flow diagraming

Soft skills: Professional written and verbal communication skills, time management, organization & record keeping, cross-functional collaboration, ability to work independently, self-drive, creativity

Work Experience

Web Development Intern

May 2024 - May 2025

UofL College of Business, Marketing and Communications | Louisville, KY

- Built 100+ pages for the new and upcoming UofL College of Business website under the Drupal platform.
- Migrated content from existing WordPress website, adapted to fit provided design specifications.
- Created modular web forms to be applied and reused across multiple web pages.
- Optimized site structure for intuitive navigation across various potential user journeys.
- Applied SEO best practices and accessibility standards to enhance site visibility and user experience.
- Troubleshoot technical problems pertaining to development and communicated findings to prevent future disruptions.

Relevant Projects

Personal Website

Apr 2025 - Present

Developed a [personal portfolio website](#) using WordPress to showcase accomplishments from my university studies and work experience. Utilized Astra for theming and Spectra for page building.

Louisville Triangle Website

Nov 2022 - Apr 2024

Renovated louisvilletriangle.org using Squarespace. Contributions include design changes, updating information, and creating new graphics. Used Slack for internal communication regarding developments.

Information System Deliverables (CIS 320)

Jan 2024 - Apr 2024

Completed a semester-long team project creating a systems design specification plan for an outside client. Developed 20+ mockups of a premium trip booking website using Figma.

Team CIS Development Project (CIS 420)

Aug 2024 - Dec 2024

Continuation of previously mentioned project, focused on developing a functional web-based prototype for the same client. Used WordPress and plugins such as Elementor, WPForms (alternative to Gravity Forms), Ultimate Member, Webba Booking, and more. Performed regular QA user testing, website maintenance, and backups. Heavy focus on project management processes prior to & during prototype development.

Campus Involvement

Vice President of Pledge Education

Jan 2024 - Apr 2025

University of Louisville Triangle Fraternity

Dancer and Fundraiser

Feb 2022 - Feb 2024

RaiseRED