LARA ZACHODNIAK

SENIOR WEB DEVELOPER

Web developer with 20 years of experience building websites, custom WordPress blocks and themes, HTML emails and banners for Toronto agencies and major brands. With a background in both interactive design and front-end development, I bring an eye for design, pixel-perfect execution and a focus on translating business goals into clear, effective digital work.

EXPERIENCE

Web Developer / Arrivals + Departures

Freelance Jan 2020 – Mar 2023, full-time Mar 2023 – Present | Toronto, ON

- Take ownership of websites from conception to final deliverable as part of a small team.
- Build on WordPress (custom Gutenberg blocks, Avada, Divi), Contentful, Webflow and custom CMS platforms.
- Build contests with coupons and prizes using Easypromos.
- Clients include Waypoint Convenience, RE/MAX, Cox & Palmer, Eastpoint Energy, Life Sciences Nova Scotia, AISC and LOFT.

Senior Web Developer / Freelance

May 2005 – Present | Toronto, ON

- Deliver websites, HTML emails and banner ads for clients ranging from small businesses to large advertising agencies, using WordPress, React and custom CMS platforms.
- Clients include Roots, Radical Ventures, Oliver Jewellery, HDGolf, GG&Co, Beacon Talent Group, Orixgeo, Energia del Pacifico and Anya Ettinger Real Estate.
- Have worked as a freelance vendor to agencies including JWT, Ogilvy and McCann.

HTML Email Developer (Contract) / JAM Direct Inc.

May 2018 – Feb 2023 | Toronto, ON

- Built dynamic HTML email campaigns of 10–60 emails each for Bell, Virgin, Lucky and Intact.
- Took ownership of campaigns and debugged them in Litmus, working in a team of roughly 10–15 developers.

Web Developer (Freelance) / Smith+Mason co.

Oct 2020 – Dec 2022 | Toronto, ON

- Built WordPress websites using Divi, including Aux Energy.

Senior Front-End Developer (Contract) / Hill+Knowlton Strategies

Jan 2018 – Oct 2022 | Toronto, ON

- Built WordPress websites with custom Gutenberg blocks in a team of two.
- Clients included Ecolab, Wine Growers of Canada, Cotton Today, Truth from the Tap, ANA Experience, the Embassy of Georgia, MMIWG, Nabors and Biogenius.

CONTACT

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PORTFOLIO
creativecoder.ca

LINKEDIN
linkedin.com/in/laramillard

LOCATION
Toronto, Ontario, Canada

SKILLS

Languages
HTML5, CSS3, Sass, JavaScript, jQuery, PHP

WordPress
Custom Gutenberg blocks, block themes, custom templates using PHP and Advanced Custom Fields (ACF), Avada, Divi, WPML

Platforms
Contentful, Webflow, Shopify, HubSpot, Vercel, Easypromos, custom CMS

Frameworks and libraries
TypeScript, React, Bootstrap, Foundation, Bulma, GreenSock

Email and banners
Dynamic and responsive HTML emails, Litmus, HTML banners, DoubleClick hosting

AI tools
Claude Code, Cursor, ChatGPT, GitHub Copilot, Figma AI

Workflow
Git, GitHub, third-party API integration, A/B testing, cross-browser testing

Design
Figma, Adobe Creative Suite

Open to contract-to-full-time roles.

EXPERIENCE, CONTINUED

Web Developer (Freelance) / OneMethod
Jun 2018 – Mar 2020 | Toronto, ON

- Worked in a team of four on the Starbucks at Home and Made with Nestlé websites.

Lead Web Developer / Cheil Worldwide
Apr 2015 – Oct 2017 | Toronto, ON

- Rebuilt BMO.com over two years in a team of two, using HTML5, CSS3, JavaScript, Bootstrap and a custom CMS.
- Led projects, hired contractors as needed, and created timelines and budgets.
- Built Samsung microsites, HTML banners and responsive HTML emails.

Web Developer (Contract) / Ogilvy & Mather
Jan 2014 – Apr 2015 | Toronto, ON

- Produced responsive HTML emails, banners and small websites using custom HTML and CSS, for clients including AMEX, Kimberly-Clark and Tim Hortons.
- Filled in as Project Manager when needed.

Web Developer / DentsuBos
Oct 2013 – Jan 2014

- Built a 360 animation for Canon using JavaScript and custom code.
- Worked on a Facebook API integration for Canon and updates to the Lexus website.

Front-End Developer / Draftfcb
Jan 2008 – Jan 2013 | Toronto, ON

- Built and animated Xperiment.ca in Flash, winning a 2009 Applied Arts Magazine Award for Interactive Website.
- Developed responsive HTML and WordPress websites, HTML emails, banners and Facebook API integrations, working with three others across multiple projects.
- Clients included SC Johnson, OLG, Coors Light, TD Canada Trust, Dole, Kraft, WWF, Ontario Tourism, Ontario Power Authority, OTMP, United Way and Purolator.

Earlier Contract Roles / Designer and Front-End Developer

- **Organic**, Dec 2007 – Jan 2008: websites, banners and HTML emails for General Motors.
- **Fjord Interactive, Cossette Communications**, May 2007 – Jan 2008: websites, banners, emails and direct mail for General Motors Canada, McDonald's and Bell Canada.
- **Ariad Custom Communications**, Jan – May 2007: websites and emails for CIBC, Royal Bank, TD Canada Trust, Bank of Montreal and Unilever.
- **The St. John Group**, Jun – Oct 2006: websites, emails and desktop presentations for BlackBerry (RIM).

SELECTED CLIENTS

BMO, AMEX, Tim Hortons, Starbucks, Nestlé, Roots, IKEA, Scotiabank

AWARDS

Applied Arts Magazine Award for Interactive Website, 2009
Xperiment.ca, Draftfcb

EDUCATION

Digital Media Arts Diploma Program
Seneca Polytechnic (formerly Seneca College), 2004 – 2006

Studied web development, design, video and sound editing, storyboarding and photography.