

Web Developer · WordPress, LMS & UI/UX

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Rio de Janeiro, Brazil · Remote

Web Developer with over a decade of experience building digital products for U.S. EdTech companies like Curriki, CEdge and Hansavedas. I work across WordPress, LearnDash, LearnPress, BuddyBoss and Elementor, with custom PHP and JavaScript when a project needs more than a plugin can offer. A strong UI/UX background means the sites I build are fast and reliable, but also intuitive to use, and AI tools like Claude, Codex and Gemini are part of my daily workflow.

Experience. NEWEST FIRST

Web Developer · Full-time

Dec 2019 - Present

Curriki

Digital education solutions with WordPress and Elementor, plus Curriki's own platforms CurrikiStudio and CurrikiLibrary, working with international e-learning teams on usability and performance.

Web Developer

Jun 2025 - Present

Hansavedas

A new digital experience for spiritual and philosophical education, with LearnDash, BuddyBoss and custom integrations for online courses, member communities and events.

Implementation & Design

Jan 2025 - Present

SNAAP

Design and implementation of the ridesnaap.com website and the SNAAP Rider mobile app.

Web Developer

Jan 2025 - Jan 2026

CEdge Learn

Designed and built the CEdge learning platform end to end with WordPress, LearnPress, Elementor and PMPro, focused on scalability, UX and modern design.

Founder

2016 - 2019

We Talk Designs

My own design and web development agency, delivering custom WordPress sites, visual identity and digital presence for small and medium-sized businesses.

At a glance.

10+ years

building for the web

U.S. EdTech

Curriki, CEdge, Hansavedas

Dev + Design

WordPress, LMS, Figma and AI

What I do.

- WordPress development
- LMS setup & customization
- HTML / CSS / JS solutions
- Plugin & theme customization
- Website optimization & SEO
- UI/UX design in Figma
- Server setup & deployment

Education.

Software Engineering

Bachelor's degree · Expected 2027

Languages.

Portuguese

NATIVE

English

FLUENT

Selected projects. [GABRIELMAFRA.COM/WORK-SHOWCASE](https://gabrielmafra.com/work-showcase)

EDTECH / NON-PROFIT

Curriki

Website development and UI implementation for Curriki.org, built with WordPress and Elementor from designs created in Figma with the team.
curriki.org

NON-PROFIT / GOLF

Birdies for Education

Designed and developed the official site for a golf-based initiative supporting education access for underserved youth.
birdiesforeducation.com

EDTECH / OPEN SOURCE

CurrikiStudio

Designed and developed the official site for an open-source platform that helps educators create and share interactive learning experiences.
currikistudio.org

EDTECH

C2E

Designed and developed the official site for C2E, a digital ecosystem for creating, exchanging and delivering online learning content.

EDTECH / HISTORY

History of Freedom

Designed and developed the official site for an interactive project exploring the evolution of liberty through storytelling and multimedia.
history-of-freedom.org

LEARNING PLATFORM

CEdge Learn

End-to-end design and build of the CEdge learning platform with WordPress, LearnPress, Elementor and PMPro.

Skills & tools.

WORDPRESS & LMS	WordPress, Elementor, JetEngine, Divi Builder, LearnDash, LearnPress, BuddyBoss, Tutor LMS
FRONT-END & DESIGN	HTML, CSS, JavaScript, PHP, Figma, UI/UX, Prototyping
AI WORKFLOW	Claude, Claude Code, OpenAI Codex, Gemini, AI-assisted development, Prompt engineering, AI-powered workflow automation
SEO & ANALYTICS	SEO, Technical SEO, Schema markup, Rank Math, Yoast SEO, Google Search Console, Google Analytics (GA4), Google Tag Manager
SPEED	Speed optimization, Core Web Vitals, PageSpeed Insights, Lighthouse, GTmetrix, Image optimization, Lazy loading
CACHING	Caching, WP Rocket, LiteSpeed Cache, W3 Total Cache, Perfmatters, Autoptimize, CDN, BunnyCDN, Redis / Object cache, Database optimization
SERVERS & DEVOPS	Linux, AWS, Azure, VPS, SSH, Nginx, Apache, CloudPanel, cPanel, Cloudflare, Docker, Git, GitHub

How I work.

End to end

From the first Figma wireframe to a live, high-performing site, I own the whole project.

Designer's eye, developer's discipline

Sites that are fast and reliable, but also intuitive and engaging to use.

Faster, without cutting corners

AI tools speed up scaffolding and iteration, so more time goes into the details that matter.

