

Seren van der Merwe

AI-Augmented Web Developer

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SUMMARY

AI-augmented web developer who builds and ships production sites and apps using agentic AI workflows built around Claude Code, MCP, and CI/CD. Full-stack across WordPress (custom PHP themes) and modern JavaScript (React, Next.js, TypeScript), with crossover strengths in technical SEO and analytics. Founder of 33FIGs, delivering custom client sites end to end.

CORE SKILLS

AI & Agentic Dev: Claude Code, GitHub Copilot, ChatGPT/Codex, Gemini, CodeRabbit · MCP & AI agents · Agentic API development · Prompt engineering · AI for design & marketing

Development: PHP, JavaScript, TypeScript, React, Next.js, HTML, CSS, Tailwind · WordPress (custom themes, CPTs, Elementor, Spectra) · REST APIs, MySQL, JSON

DevOps & Deploy: GitHub Actions, CI/CD, Docker, GitOps, Codespaces · Vercel, Hostinger, Local WP, WP Studio

SEO & Marketing: Technical & on-page SEO, e-commerce SEO, CRO · Ahrefs, SEMrush, Rank Math, GA4 · Content, copywriting, paid social (Meta, LinkedIn, TikTok)

Project Mgmt: Asana, Linear, Trello, Teamwork · Scrum, Kanban, Scrumban · Lean, Six Sigma, VSM

EXPERIENCE

Freelance Web Developer

Self-employed · Remote · Mar 2026 - Present

- Take on focused, scoped freelance development work across React, Next.js, and WordPress.
- Contribute to TurboPress's Next.js / TypeScript site alongside their core team.

Founder, 33FIGs

Self-employed · Cape Town · Nov 2025 - Present

- Run a web studio delivering custom WordPress and React/Next.js sites for small businesses, end to end from client brief to deployment and handover.
- Build with AI-augmented workflows (Claude Code, Copilot, and MCP-based agentic tooling) to accelerate development and code review.
- Ship through automated GitHub Actions CI/CD pipelines.

WordPress Developer, LightSpeed Agency

Internship · Remote · Sep 2025 - Nov 2025

- Built WordPress themes and plugins within a collaborative agency team.
- Contributed to GitOps practices and CI/CD pipeline configuration.
- Used AI-assisted tools (CodeRabbit, Copilot) for code review and QA.

Founder & Content Manager, Novadent

Self-employed · novadent.co.za · Apr 2025 - Aug 2025

- Built a WordPress site from scratch with a custom theme and full on-page SEO.
- Managed ongoing content updates and site maintenance.

WordPress Developer, All Things Birding

Self-employed · South Africa · Sep 2023 - Jan 2025

- Developed and maintained a custom WordPress site for a niche content publisher.
- Owned hosting, security, backups, and performance / site-speed optimisation.
- Implemented technical SEO and content publishing workflows.

Data & SEO Assistant, Laura James

Contract · Apr 2024 - Jul 2024

- Ran SEO audits and data analysis to optimise WordPress site performance.

SELECTED PROJECTS

SerensWeb (serensweb.com). Fully custom WordPress portfolio with a Playground of interactive, dependency-free experiments, including data-driven Florida county hazard maps.

33FIGs (33figs.com). Web studio site demonstrating Node.js and React capability alongside the WordPress client work.

CERTIFICATIONS & CONTINUOUS LEARNING

[Microsoft Learn](https://microsoft.com/learn) · [Google Skills](https://google.com/skills) · [web.dev \(Google\)](https://web.dev) · WordPress.org · [Atlassian](https://atlassian.com) · [PMI](https://pmi.org)