

Sophie Varkey

Senior Web Developer | Digital Strategy & UX Advocate

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Professional Summary

Strategic and data-driven Senior Web Developer with 5+ years of experience leading the design, development, and optimization of high-impact websites in higher education. Adept at bridging user experience with business goals, delivering accessible, scalable, and intuitive digital experiences across WordPress, HubSpot, and custom CMS platforms. Proven ability to manage cross-functional web projects, lead stakeholder engagement, and translate data insights into meaningful design decisions using SQL, Power BI, and Excel. Passionate about accessibility, user-centered design, and team mentorship.

Core Competencies

- Front-End Development (HTML, CSS, JavaScript)
- WordPress & HubSpot CMS
- UX/UI Strategy & ADA Compliance
- Data Visualization (Power BI, Excel, SQL)
- Web Accessibility (WCAG 2.1, Section 508)
- Cross-Functional Project Management
- SEO & Web Analytics (GA4, Hotjar)
- Version Control (Git)

Professional Experience

Web Application Developer II

University of Central Florida – Office of Research | May 2023 – Present | Orlando, FL

- Lead the development, accessibility, and ongoing maintenance of 15+ research-based websites under UCF's Office of Research.
- Manage full lifecycle of digital projects, from stakeholder consultations to deployment and QA.
- Collaborate with marketing, IT, and faculty leadership to deliver compliant, brand-aligned, and performance-optimized microsites.
- Design dashboards and visual reports to track site usage and inform content strategy decisions.
- Oversee a junior developer, providing guidance on ADA best practices and technical training.

Front-End Developer

University of South Florida – Communications & Marketing | Sep 2019 – May 2023 | Tampa, FL

- Developed responsive single-page applications and websites to streamline university communications and enhance applicant experience.
- Automated browser testing protocols, cutting QA labor by 33% while improving coverage.
- Shortened deployment timelines by 50% through Git workflows and streamlined code review.
- Designed accessible web components, resulting in improved engagement and compliance with university policy.
- Built custom email workflows for targeted recruitment, optimizing student communication strategy.

Education

Bachelor's Degree – Web Design & Digital Media

University of Central Florida | 2016–2018

Associate of Arts – Graphic Design

Valencia College | 2012–2014

Certifications

Google Data Analytics Specialization | Coursera / Google, 2022

Volunteer Work

Kennel Coach & Volunteer | SPCA of Central Florida

2013 – 2015

Trained and mentored staff, cared for animals, and supported adoption events.