Nate Wren

WordPress Developer and Designer

Hosting · Security · Performance · Integrations · iOS and Android apps

SUMMARY

I've run WordPress sites end to end for 15 years: build, hosting, security, backups, performance, SEO and integrations. I own production servers, fix problems that cost real money, and document them so they stay fixed. I also ship my own products, including apps with more than 10 million downloads, so I think like an owner.

SELECTED RESULTS

Pricing bug
Traced a checkout applying a 30% discount twice to a hook firing several times per request. Made it idempotent and verified.

Logins and forms
Found a 7-day page cache serving expired nonces on login and lead forms. Fixed exclusions and set a rule for new forms.

Security and backups
Hardened a server hosting 8 sites: firewall, key-only SSH, fail2ban, 2FA, encrypted offsite backups with a restore plan.

Performance
I typically take sites from PageSpeed scores in the 70s into the 90s through caching, image delivery, lean CSS and Core Web Vitals fixes.

Accessibility
Took a store's Lighthouse contrast failures from 37 to 0 and rebuilt its tabs to the ARIA tablist pattern.

Reach
More than 50 Android apps with 10 million+ downloads on Google Play, plus Theme Studio on the App Store.

EXPERIENCE

Designer and Developer · Nate Wren Design — 2011 – Present

Self-employed, remote

- Built about 70 WordPress and WooCommerce sites from Figma designs, in Bricks, Elementor and Gutenberg. Clients include Steel Building USA, Yellowtail Electric, True Cycle Coaching and the San Diego St. Patrick's Day Parade.
- Run production hosting on a Linux VPS (OpenLiteSpeed, Cloudflare, SSL, firewall, PHP upgrades, MariaDB, Redis) and maintain client sites on WP Engine.
- Test updates on a local or staging copy with Git and WP-CLI, snapshot first, so every change can be rolled back.
- Write custom plugins and integrations in PHP and JavaScript: pricing logic, REST API and MCP endpoints, Merchant Center feeds.

natewren.com • nate@natewren.com • 951.764.7887 • Winchester, CA

- Set up GA4, Tag Manager, Search Console, schema and SEMrush audits; handle redirects and migrations without losing traffic.
- Keep a written runbook for every server and site: stack, backups, restore steps, known issues and fixes.

Founder and Developer · Theme Studio — 2026 – Present
Invader Digital Inc., remote

- Designed, built and launched an iPhone and iPad app for home screen themes in Swift and SwiftUI, with RevenueCat subscriptions and a web editor at themestudio.co.

Event Production · AEG — 2010 – 2011
Staples Center, Los Angeles

Graphic Designer · printmoz — 2009 – 2012
Advertising and print design

PROJECTS

- **CuttingPaths.com** (2023 – present): a marketplace for laser cutting and CNC files on WooCommerce, with vendor uploads and licensing. I built it and run its server.
- **Lighthouse Laser Co. store** (2021 – present): custom wood signs with an in-browser sign designer and a custom discount plugin.

SKILLS

WORDPRESS	Custom plugins and themes, hooks, REST API, WP-CLI, WooCommerce, Bricks, Elementor, Gutenberg
LANGUAGES	PHP, MySQL, JavaScript, TypeScript, HTML, CSS, Swift, SwiftUI; some Vue and React
HOSTING	Linux, OpenLiteSpeed, WP Engine, Cloudflare, Redis, Git, staging, offsite backups
SECURITY	Server and WordPress hardening, firewalls, fail2ban, SSH keys, 2FA
SEO / DATA	Search Console, GA4, Tag Manager, SEMrush, Rank Math, schema
QUALITY	Core Web Vitals, WCAG accessibility, Playwright, cross-browser testing
DESIGN	Figma, Adobe Creative Suite, UI and icon design, branding
TOOLS	Microsoft Office, Windows, macOS

EDUCATION

B.S., Media Arts and Animation
The Art Institute of California, San Diego, 2010
1st place, $10,000 Scholarship Contest

HOBBIES

Guitar, woodworking, laser cutting and 3D printing.

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