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PROFESSIONAL SUMMARY

Digital Experience Strategist with 14+ years of experience helping businesses create high-performing digital experiences that connect strategy, design, marketing, and technology.

My background spans UX/UI design, SEO, branding, analytics, AI, digital strategy, and full-stack engineering allowing me to bridge the gap between business objectives and technical execution. I've partnered with startups, enterprise organizations, healthcare providers, ecommerce brands, and marketing teams to create websites and digital products that improve user experience, increase conversions, strengthen search visibility, and support long-term business growth.

Rather than simply building software, I solve business problems through thoughtful strategy, customer-centered design, and modern technology.

CORE EXPERTISE

Digital Strategy

Digital Strategy • Product Strategy • Website Strategy • Discovery Workshops • Customer Journey Mapping • Information Architecture • Stakeholder Collaboration • Technical Consulting

UX/UI & Design

UX Design • UI Design • Design Systems • Wireframing • Responsive Design • Accessibility • User Flows • Prototyping • Figma • Adobe Creative Suite

SEO & Growth

Technical SEO • Local SEO • Core Web Vitals • Conversion Optimization (CRO) • Google Analytics 4 • Google Tag Manager • Google Search Console • A/B Testing • Performance Optimization • Content Strategy

AI & Automation

OpenAI • AI Strategy • Prompt Engineering • Workflow Automation • n8n • LLM Integrations • Marketing Automation • Business Process Automation

Engineering

React • Next.js • TypeScript • JavaScript • Node.js • Laravel • PHP • WordPress • Shopify • GraphQL • REST APIs • AWS • Docker • Kubernetes • PostgreSQL • MySQL

PROFESSIONAL EXPERIENCE

Senior Software Engineer

STRS Development

February 2025 – Present

Partner with product, design, and leadership teams to create enterprise SaaS products that balance business objectives, user experience, and technical excellence.

- Lead product architecture, UX discussions, and technical strategy across multiple SaaS platforms.
- Translate business requirements into intuitive user experiences and scalable software solutions.
- Design high-performance web applications with a strong focus on usability, accessibility, and maintainability.
- Improve product performance, scalability, and operational efficiency through thoughtful architecture and AI-powered automation.

- Collaborate with cross-functional teams to deliver customer-focused digital experiences.
- Mentor engineers while establishing development standards and architectural best practices.

Selected Products

- Strider Intel
 - Canopy
 - Suralink
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Lead Software Engineer

C Squared Social

September 2023 – January 2025

Led digital strategy, UX planning, and technical execution for enterprise marketing websites, custom applications, and ecommerce platforms.

- Facilitated discovery sessions with stakeholders to define business goals and customer needs.
- Planned user journeys, information architecture, and content strategy.
- Designed and developed conversion-focused digital experiences.
- Improved SEO, accessibility, Core Web Vitals, and overall website performance.
- Partnered closely with marketing teams to optimize lead generation and customer engagement.
- Built scalable CMS platforms and custom integrations for enterprise organizations.

Notable Clients

PBS Kids

Kevin O'Leary

The Piped Peony

Yoli

Founder & Digital Strategist

9th South Digital

2012 – Present

Founded and operated a digital consulting studio helping businesses improve their online presence through strategy, UX, branding, SEO, and custom software development.

- Led projects from discovery and UX planning through launch and long-term optimization.
 - Designed websites, ecommerce platforms, and digital products focused on usability and business growth.
 - Conducted SEO audits, performance optimization, and technical consulting.
 - Built AI-powered workflows and business automation solutions.
 - Advised business owners on digital transformation, technology selection, and customer experience.
 - Managed cloud infrastructure, hosting environments, security, and deployment pipelines.
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Senior Web Developer

Arena Communications

Managed digital platforms supporting presidential campaigns and enterprise organizations during high-profile national initiatives.

- Led technical strategy for high-traffic marketing websites.
- Optimized website performance, accessibility, and infrastructure reliability.
- Collaborated with campaign teams to deliver digital experiences under demanding timelines.
- Managed AWS infrastructure and deployment workflows supporting millions of visitors.

Notable Projects

John Kasich Presidential Campaign

Scott Walker

Bruce Rauner

Fix Illinois

Web Developer

Novarad

Designed and developed HIPAA-compliant healthcare websites and patient-facing digital experiences.

- Collaborated with marketing, leadership, and healthcare stakeholders to improve digital experiences.
 - Built secure, user-friendly healthcare websites focused on accessibility and usability.
 - Balanced compliance, performance, and customer experience throughout each project lifecycle.
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Junior Systems Administrator

Bluehost

Built a strong technical foundation supporting large-scale hosting infrastructure.

- Managed Linux servers supporting hundreds of production environments.
 - Maintained DNS, email, hosting infrastructure, and server operations.
 - Developed expertise in systems architecture, performance optimization, networking, and reliability.
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SELECTED WORK

PBS Kids

Enterprise-scale educational platform serving millions of users through engaging digital experiences and accessible content.

Kevin O'Leary

Enhanced UX, performance, and content management capabilities for one of the world's most recognized entrepreneurs.

The Piped Peony

Designed and developed a modern ecommerce experience featuring subscription management, membership functionality, and optimized customer journeys.

Canopy

Enterprise SaaS platform improving workflow automation and operational efficiency for accounting professionals.

Strider Intel

Manufacturing intelligence platform delivering operational visibility through modern UX and enterprise software architecture.

TOOLS & PLATFORMS

Figma • Adobe Creative Suite • Google Analytics 4 • Google Tag Manager • Google Search Console • Hotjar • Microsoft Clarity • Lighthouse • Shopify • WordPress • HubSpot • Stripe • Cloudflare • GitHub • Vercel • AWS

EDUCATION

Bachelor of Science

Computer Science

Utah Valley University

CERTIFICATIONS

I'd honestly remove these unless you're applying for infrastructure or engineering-heavy roles.

- CompTIA Security+
- CompTIA Network+
- CompTIA A+