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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

Engineering

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

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

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** – Developed features for an AI-powered strategic intelligence platform, building scalable React and Next.js applications that help organizations identify geopolitical and nation-state security risks through advanced data analysis.
 - **Canopy** – Contributed to a modern SaaS platform for accounting firms, developing intuitive web applications and workflow tools that streamline client management, document collaboration, and practice operations.
 - **Suralink** – Built and enhanced secure client-facing workflows for a leading document exchange platform, improving collaboration, compliance, and information sharing between professional services firms and their clients.
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Lead Software Engineer

C-Squared Social

2023 – 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** – Developed and optimized educational web experiences supporting one of the nation's most recognized children's media brands, with a focus on performance, accessibility, and responsive design.
- **Kevin O'Leary** – Built and enhanced digital experiences for the entrepreneur and *Shark Tank* investor, delivering a high-performance platform that strengthened his online brand and audience engagement.
- **The Piped Peony** – Engineered a custom membership-based eCommerce platform featuring subscription management, secure payments, and a scalable learning experience for thousands of online students.

- **Yoli** – Developed and optimized digital commerce experiences for a national health and wellness brand, improving user engagement, product discovery, and online purchasing workflows.
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Senior Web Developer

Oozle Media

2019 – 2023

- Led a cross-functional team of 5 developers delivering custom web applications and enterprise marketing platforms.
- Architected and developed scalable applications using Next.js, React, Laravel (PHP), and Python for clients across healthcare, education, eCommerce, and professional services.
- Designed and implemented complex API integrations with Shopify, WooCommerce, Magento, Webflow, CRMs, scheduling platforms, payment gateways, and third-party business systems.
- Built internal dashboards, client portals, automation tools, and custom CMS solutions that streamlined business operations and improved client workflows.
- Partnered with designers, SEO strategists, marketers, and stakeholders to translate business goals into high-performing digital experiences.
- Optimized website performance, accessibility, Core Web Vitals, SEO, and deployment pipelines across dozens of enterprise websites.

Notable Projects

- **Vanguard Golf Management** – Built a responsive website with custom tee-time booking integrations and mobile-first user experience improvements.
 - **Cannon Safe** – Developed and maintained a high-traffic eCommerce and marketing platform supporting one of the industry's leading safe manufacturers.
 - **Xenon Academy** – Engineered a modern lead-generation platform focused on performance, SEO, and conversion optimization for prospective students.
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Senior Web Developer

Arena Communications

2016 – 2019

- Developed and maintained high-traffic digital platforms for national political campaigns and enterprise organizations using modern web technologies, including React, Next.js, JavaScript, PHP, and cloud-based infrastructure.
- Led technical strategy, architecture, and implementation for large-scale marketing websites supporting millions of visitors during high-profile national campaigns.
- Optimized website performance, accessibility (WCAG), SEO, and Core Web Vitals to improve user experience and campaign effectiveness.
- Collaborated with designers, strategists, and campaign teams to deliver secure, scalable digital experiences under aggressive launch timelines.
- Managed AWS infrastructure, deployment pipelines, and application reliability for mission-critical web platforms with nationwide traffic.

Notable Projects

- **John Kasich Presidential Campaign** – Developed and maintained a high-traffic campaign website, delivering a fast, secure, and scalable digital platform supporting a national presidential campaign under demanding election timelines.
- **Scott Walker Presidential Campaign** – Built and optimized campaign web experiences focused on voter engagement, fundraising, and rapid content delivery during a nationwide presidential campaign.
- **Bruce Rauner Campaign** – Engineered digital platforms and campaign infrastructure supporting statewide communications, outreach, and constituent engagement for the Illinois Governor's office.
- **Fix Illinois** – Developed a high-performance advocacy website promoting statewide policy initiatives, emphasizing accessibility, performance, and public engagement.

Web Developer

Novarad

2014 -2016

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

2012 - 2014

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

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