

Creative problem solver with 9 years of full-stack development and 2.5 years of UI/UX design experience, focused on improving efficiency through streamlined internal processes, continuous learning, and exceptional user experiences.

Professional Experience

Grapevine Communications

Full Stack Developer | UI/UX Designer
Lakewood Ranch, Florida October 2022 - Present

- Transforms static design files and prototypes into dynamic, responsive web applications using **LAMP stack, WordPress, JavaScript, CSS, and Semantic HTML**, enhancing user engagement and sales.
- Leads **UI/UX design** across all products, developing **user personas, journey maps, site maps, wireframes**, and interactive **prototypes** in **Figma**, leading to clear communication of client needs while reducing costly revision cycles.
- Develops custom backend solutions using **PHP, MySQL, Git, Postman, Vercel, and Next.js**, adhering to **DRY** principles, with a focus on user information privacy and security.
- Creates **AI agents, chatbots**, internal **command-line tools**, and custom **scripts** using **Python** to automate repetitive tasks, increasing efficiency and reducing labor costs.

Static Free Designs

Business Owner
Bradenton, Florida January 2024 - Present

- Develops, hosts, and deploys responsive, custom web applications using **WordPress, MERN stack (MongoDB, Express, React, Node)**, and **Linux**, incorporating **UI/UX** best practices and accessibility standards, driving increased website traffic and visitor retention for clients.
- Designs and integrates customized **e-commerce** solutions using **WooCommerce, Stripe, and Printify**, implementing **secure payment gateways**, automated client notifications, and third-party shipping integrations, resulting in streamlined sales processes and increased transactions.
- Researches and implements advanced **SEO** and **brand strategies**, including keyword analysis, competitor benchmarking, and **Google Analytics** integration, resulting in increased organic web traffic and improved conversion rates for client marketing initiatives.

Goodley Entertainment Group, Inc.

Web Developer
Sarasota, Florida June 2016 - December 2021

- Designed and maintained 14+ front-end pages using a WordPress **CMS**, increasing sales by 20%.
- Maintained an **SQL** database of 100+ entertainer pages with embedded audio links and YouTube demos, increasing client web traffic by 50%.
- Wrote copy for 100+ pages increasing customer engagement and CTR.
- Used **WordPress** plugins and **PHP** to add custom features resulting in unique client experiences.
- Spearheaded company **rebrand**, resulting in 100% increased brand awareness on social media.

Education

Flatiron/SCF Software Engineering Bootcamp
Cohort: March 2022 - September 2022

A.S Recording Arts, Audio Engineering
FullSail University - Orlando, Florida

Additional Skills

GitHub • Ruby on Rails • PostgreSQL • REST APIs • Heroku • Blockchain • SiteGround • Zoom • Teams • Microsoft Office • Google Suite • Google Analytics • Adobe Suite (Photoshop, Illustrator, After Effects, Bridge) • Canva • Scrum • Agile • Kanban • Trello • Descript • Ableton Live • Sound & Lighting