

# JEFF KEDDY - WEB DEVELOPER & TECHNOLOGIST

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## A BRIEF SYNOPSIS

User-centric technologist, starting at the age of 12 with a computer lab PC I should not have had access to and a copy of Notepad. 13+ years of professional experience in the use of numerous different platforms and tech stacks. Software, hardware, cloud infrastructure, CMS development and systems administration have all been in play. Highly adaptable with excellent written and oral communication skills. Leader, teacher and collaborator in many different tech disciplines. This document has been created without AI.

## EXPERIENCE

### **Founding Engineer, Disconnect to Reconnect; Dallas, TX - November 2024. - November 2025**

- Founding engineer responsible for initial business planning and market research focused on digital sovereignty
- Implementation and training for Container-based (Docker) open source digital media autonomy with an emphasis on simple Linux networking solutions and FOSS stack
- Responsible AI (LLM and GenAI) integrations, training and prompt engineering

### **Web Developer, Freelance; Dallas, TX - July 2024. - February 2025**

- Development and maintenance of proprietary in-store survey forms for Stereo East theater company in Frisco, TX
- Wordpress site maintenance and plugin development
- SEO and Accessibility audits
- Editing, motion graphics and sound design for Stereo East in-store and social media promotional videos
- Systems administration for Lost Dawg Truck'n LLC

### **Senior UX/UI Developer, Blue Modus; Dallas, TX — March 2022 - July 2024**

- Creation of custom API-driven VueJS & ReactJS UI solutions for dozens of properties including global shipping (Mainfreight & sister sites) and financial (CHFA, OCC) institutions
- Design, development. and delivery of custom UI libraries via Azure, Bitbucket, Github and Netlify
- Administration of Azure and Netlify site deployment pipelines
- Creation of C# back-end code including ``ElemCreate PROPS`` C# function for smoother front end and back end pair programming
- Lead initiative for AI-enhanced development
- Contributed to creation of internal build and search tools
- Providing SEO and Core Web Vital audits of existing and new properties
- Implementation of analytics, tag management and additional data-driven marketing efforts

- Presentations on a variety of subjects including Analytics, Tag Managers, and Accessibility

### **Lead Developer & Systems Administrator, Essilor of America; Dallas, TX — August 2017 - July 2021**

- Redevelopment and redesign of 600 page desktop web publisher 'All About Vision' to accessible, modern (CSS Grid with Flexbox fall backs) responsive site utilizing custom HTML5, SCSS, Javascript (ES5/ES6), Yarn, and Custom UI Development Kit.
- CentOS server maintenance.
- Tech Lead working with several developers, copy editors and internal marketing team to redesign and redevelop All About Vision property utilizing Contentful CMS and GatsbyJS/React build system.
- Conversion of ASP & PHP custom quizzes to HIPAA compliant Javascript equivalents.
- Creation of unit tests and automation via NightmareJS, Mocha and Electron.
- Migration of web infrastructure and team communications to Git (Bitbucket), Slack and Jira ticket tracking system respectively.
- Creation of advertising automation via Google Publisher Tag (GPT), integrated with Google Admanager (DFP) to Ad Ops specifications.

### **eCommerce Web developer, Pier 1; Fort Worth, TX — November 2016 - August 2017**

- Creation of responsive HTML5 web assets in Salesforce Demandware and Monetate A/B Testing Platform
- Creation of IE9 compatible proprietary grid system utilizing Flexbox and Javascript
- Python scripting to overcome limitations of Salesforce Demandware's proprietary structure
- Cross-departmental email development with Zurb Inky Framework, Oracle Responsys, and Pier 1 Imports marketing department

### **Lead Support Developer & Support Department Head, TNT Dental; Richardson, TX — 2012-2016**

- Web Support for hundreds of business-class websites using a custom Coldfusion Static Site CMS
- Management and implementation of Wordpress websites and blogs
- Maintaining existing CMS systems (Drupal, Wordpress, etc) while converting to custom static site CMS
- Implementing best practices and new standards for the Support Department
- Supervisory role of 6 support staff members including designers, developers, and writers

- Asset creation including original marketing designs, mobile site designs, fillable Adobe Acrobat forms, and marketing landing pages

**Stage Manager/Musician, The Ochre House Theater; Dallas, TX—  
2010-2016**

- Prop Master
- Live lighting, sound, and video
- Script supervisor
- Creation and performance of original live music

**EDUCATION**

**Art Institute of Dallas, Dallas, TX — Bachelor’s of Fine Arts, 2010**

**CERTIFICATIONS**

**Kentico Marketing Certificate**

**SKILLS**

Software and Systems	Language/Syntax	Additional
Windows 10/11	HTML/Mustache/Pug/Razor/Jinja	Email Development
Ubuntu/Debian/CentOS	CSS/SCSS/LESS/Tailwind/ShadUI	A/B Testing, MVT Testing
OSX	Javascript & Frameworks AlpineJS/GatsbyJS/NextJS/ReactJS/Svelte/VueJS/jQuery	Cross team & departmental communication
Kentico/Contentful/Wordpress	Git (CLI, Github, Bitbucket)	Strong documentation, oration, and presentation skills
Apache/nginx/Caddy	JSON/GraphQL/SQL	UX/UI Design
VSCode/Vim/Cursor	Bash/Power Shell/Python/C#/Lobster	Agile project management
Microsoft Office/Affine/Libre Office	ASP/Flask/PHP	Client communication
Adobe Creative Cloud (Photoshop, After Effects, Premiere, XD, etc)/Figma/Canva	LLM tools: Codex/Claude Code/Gemini/Mistral/Ollama. LibreChat	AI prompt engineering
Netlify/Heroku/Cloudflare/AWS(S3)	NodeJS/Deno/Bun	Bug reporting

Jira/Kanban	Docker	Search Engine Optimization/a11y/site speed optimization