

Joseph Kelly

Engineer and Designer

A passionate web engineer and designer with over 10 years experience dedicated to building team equity through designing and creating products with purpose.

<https://www.linkedin.com/in/josephlkelly>

EDUCATION

FIELD OF STUDY

UNIVERSITY OF FLORIDA
BACHELOR of SCIENCE
Computer Engineering
Minor In Mathematics
Cum Laude

SKILLS

PRACTICAL Project Management:

Jira, Agile, Scrum, Design Sprints,
UX: User flows, prototyping, Writing
Requirements, Office Suite: Excel,
Word, Copy, Ad Campaigns

TECHNICAL Figma • Adobe Suite:

Xd, PhotoShop, InDesign, Illustrator •
JavaScript • React • PWA • PHP • MySQL
• SQL Server • Git • Azure • WCAG 2.1 AA
Acessibility • Localization

EXPERIENCE

2018-present

UI / UX Software Manager BENEFITHUB, INC • TAMPA, FL

Leads group of engineers across web and mobile design and engineering.

- ✦ Manage projects related to core application product and features.
- ✦ Frontend infrastructure for core web application platform.
- ✦ Developed extensive React Component Library to speed up development.
- ✦ Completed redesign of mobile applications for iOS and Android.
- ✦ Completed redesign and implementation of progressive web application.
- ✦ Improved development build times and bundle sizes by 20%.
- ✦ Upgraded our code to meet WCAG 2.1 AA Accessibility standards.
- ✦ Part of SDLC discussions to improve speed in development and quality assurance.
- ✦ Lead Localization process to ensure features were implemented with translations.

2016-2018

Sr. Web Engineer PEERFIT, INC (NOW FITON) • TAMPA, FL

Part of core engineering team responsible for making application in React and Redux.

- ✦ Rewrote core web application in React and Redux.
- ✦ Instrumental in developing Rest API contracts.
- ✦ Provided Technical Guidance on building mobile applications.
- ✦ Worked closely with designers to create new feature specifications.
- ✦ Worked to implement WCAG 2.1 AA Accessibility Standards.

2012-2016

Director of UI/UX SHARPSRING (SUB. CONSTANT CONTACT) • GAINESVILLE, FL

Lead group of engineers to develop features for SaaS CRM and CMS

- ✦ Designed and created core features for marketing managers.
- ✦ Built HTML email editor for creating highly customizable email campaigns.
- ✦ Designed and built frontend (Kanban) for sales opportunity pipeline.
- ✦ Developed code around computing Lead Scores using standard decay algorithms.
- ✦ Designed and developed mobile app using Cordova.
- ✦ Designed and developed editor for a lead form builder.

EXPERIENCE CONTINUED

2007-2012

Lead UI Engineer GROOVESHARK • GAINESVILLE, FL

Worked on the core team to design and develop Grooveshark's Flash and HTML5 application used by over 20 million users.

- ✧ Worked closely with design team to plan and implement features.
- ✧ Engineered an advertising platform that reached millions of daily users.
- ✧ Built web application using Flash ActionScript and MXML.
- ✧ Converted application to JavaScript application using Backbone and JSMVC.
- ✧ Built music library interface to let users to maintain a list of their favorite music.

2004-2007

Web Administrator UNIVERSITY OF FLORIDA • GAINESVILLE, FL

Maintained servers and websites for Student Union.

- ✧ Designed updates to the Leisure Course site provided by the Student Union
- ✧ Converted sites from VB to PHP backend.
- ✧ Developed Greek life site for Fraternities and Sororities.
- ✧ Built interactive building map of the Reitz Union using Flash.

RELEVANT PROJECTS

Conspiracy Board Game • Ongoing (conspiracy-game.com)

Designed and built a board game from ideation to printed product.

Also built an online working prototype of the game using Firebase, React / Redux.

UF Senior Project • 2004

Designed and developed a website for maintaining a library of video games and aggregates scores and metrics in MySQL and PHP.

MOST PROUD OF

WCAG 2.1 Component Library

Built for BenefitHub, the library includes common UI, such as Modal, Form Inputs, and Toast messaging. Allows developers to build with high confidence in the finished product.

Grooveshark Ad Campaign Framework

Built an ad framework for housing our fullpage ad takeovers, that themed the entire application for the vendor. Examples include BET, Rockband, Mazda.

Email Editor & Sales Pipeline

Designed for SharpSpring, these tools helped launch our application as a major competitor to HubSpot and other mainstream CRMs.