

Grant Keller

Senior UX Engineer | AI Application Developer | Accessibility & Performance Expert

Contact Information

LinkedIn: <https://www.linkedin.com/in/grantdkeller/> | Website: <https://grantkeller.dev>

Email: contact@grantkeller.dev | Phone: (323)379-9765

Summary

Experienced frontend UX developer with 10+ years of building user-focused, high-performance websites. Specializes in accessibility, performance optimization and information architecture. Strong record of leading complex projects & collaborating with stakeholders to deliver solutions with maximum impact.

Work Experience

Lead Software Engineer

February 2023 - Present | Remote

Leading the development of Davant Studio, a Python-based cross-platform desktop application that empowers non-technical creatives to easily install and use Stable Diffusion generative AI tools locally.

Davant Studio received the Silver Edge Award at SIGGRAPH 2023 from Computer Graphics World.

- Designing and building a frontend UI for intuitive interaction with custom Stable Diffusion workflows.
- Identifying, vetting, and integrating cutting-edge open source AI tools and extensions for on-premise use, enhancing user flexibility, control, and privacy.
- Evaluating AI platforms and models, identifying pros, cons, limitations, and use cases.
- Engaging with professional creatives and technical supervisors to gather feedback and align the product with user needs across industries and mediums.
- Building a custom Python pipeline to compile executable binaries and distribute the application for both Mac and PC from a unified codebase.
- Developing and packaging fully portable Python environments tailor-made for NVIDIA, AMD, and Mac hardware, with zero dependencies on the user's machine.
- Building relationships with industry partners in component manufacturing and integration to showcase the power of their hardware.
- Running demo booths for AMD & ASUS at major events including NAB, Adobe MAX, and SIGGRAPH, showcasing AI capabilities and driving engagement.
- Developed the world's first realtime AI-powered Photobooth (dubbed the "Magic Mirror"), bringing the next-generation of technology fun to experiential marketing events and parties.

Senior User Experience Developer - Alley Interactive

July 2021 - December 2023 | Los Angeles, CA / Remote

Led frontend development efforts for high-profile WordPress properties in a scrum environment. Focused on strategic planning, UX best practices, and WCAG 2.1 accessibility compliance in React/Typescript codebases. Ensured a user-centered approach across projects, overseeing frontend strategy from initial planning through deployment. Collaborated closely with backend developers and client stakeholders to deliver cohesive, high-quality websites. Regularly conducted UX, accessibility, and performance audits, delivering actionable recommendations to reduce bounce rates, increase session durations, and ensure compliance, encouraging continued client investment.

Key Projects & Contributions:

- **New York Post (NYP) Properties**
 - Served as a primary developer for the New York Post and its associated sites, managing high-traffic web properties reaching 65 million unique visitors and 391 million pageviews monthly.
 - Collaborated with the NYP editorial team to understand and implement features aligned with user needs, ensuring effective code management within the complex WordPress VIP environment.
 - Conducted performance audits and implemented optimizations to enhance site load speeds and responsiveness, directly impacting user engagement.
- **Reporters Committee for Freedom of the Press**
 - Conducted a comprehensive analysis of the site's content structure and user journeys to identify points of user friction and potential confusion.
 - Partnered with client stakeholders to identify key audience groups, creating user personas to understand their specific goals and behaviors.
 - Delivered a detailed Information Architecture and UX enhancement plan with actionable remediation items to restructure content, simplify navigation and improve access to high-priority content.
 - Focused on reducing complexity across the site, aligning the design with best practices to support diverse audience needs and organizational objectives.
- **ADDitude Magazine**
 - Performed a targeted UX audit, identifying opportunities to improve navigation, content discoverability, and advertising placement.
 - Tailored recommendations to the specific needs of a neurodivergent audience (including people with ADHD), addressing usability challenges and building reader trust.
 - Delivered a documented report with actionable insights to enhance usability, increase ad impressions, and align the platform with best practices for inclusive, user-focused design.
- **The Mariners' Museum**
 - Led the accessibility-focused frontend rebuild of the Mariners' Museum website, achieving full WCAG 2.1 compliance in partnership with outside consultants.
 - Facilitated strategic meetings, tracked accessibility decisions, and maintained accountability for issue resolution and standards compliance.

Cross-Project Leadership

- **Accessibility Community of Practice Lead**

- Selected by Alley leadership to head the company's Accessibility Community of Practice. Planned, organized and facilitated monthly sessions to reinforce accessibility standards and continuous learning towards WCAG 2.1 compliance.
- Designed programming and led discussions that engaged the team in accessible development principles, maintaining Alley's commitment to inclusive, user-focused web design.
- **Team Mentorship**
 - Worked closely with junior UX developers, providing hands-on guidance to strengthen strategic, technical, and presentation skills.
 - Advocated for team members' growth by creating opportunities to ensure their contributions were recognized and valued.
 - Acted as a team multiplier by "leveling up" developers' capabilities, empowering them to take on greater responsibilities and deliver impactful work.

Frontend Web Developer - Studio III Marketing

May 2019 - July 2021 | Los Angeles, CA / Remote

- Collaborated in a fast-paced development team, delivering high-quality websites for agency clients.
- Designed and built reusable components for an in-house DattoCMS-driven system, streamlining development cycles and editorial workflows.
- Achieved perfect Google PageSpeed scores on multiple client websites through advanced web performance optimization.
- Led the implementation of custom GSAP animations, elevating user experience and positioning client websites as premium, high-end solutions.
- Selected to develop the website for Studio 3 Enterprise, a sister company, demonstrating trust in delivering key projects.
- Built a CLI tool to optimize and batch-process large image galleries, accelerating preparation for web use.

WordPress Developer & Solutions Architect - Keller Digital

June 2011 - August 2021 | Los Angeles, CA / Remote

Partnered with clients across industries, including government, nonprofits, and private companies, to develop and maintain custom WordPress solutions tailored to their needs.

- **Los Angeles Department of Public Health:** Led a small team to plan, design, and build a custom WordPress system delivering curricula to 29,000+ students across 60+ Los Angeles schools.
- **NorCal POCIS (Nonprofit):** Developed a custom WordPress jobs board using Paid Memberships Pro, enabling job opportunities across members in 66+ Bay Area schools.
- **Dun & Bradstreet:** Collaborated with stakeholders to identify pain points and deliver strategic improvements to their WordPress site.
- **Hawke Media:** Subcontracted with a leading marketing agency to optimize web performance, improving load times and user experience.

Video Editor & Motion Graphics Artist

2007 - 2013 | Muncie, IN / Los Angeles, CA

Directed and edited award-winning video content, including two Emmy-winning projects, showcasing expertise in storytelling and creative direction.

Projects

MiniPulse Space Communications Visualizer | NASA Jet Propulsion Laboratory

Jan 2022 - Oct 2022 | Los Angeles, CA

Collaborated with Stratin Engineering to develop the software for a replica of the "Pulse" installation in JPL's lobby. Wrote C++ on a single ESP32 SoC to fetch XML data from NASA's Deep Space Network API, providing information on real time data transmission with active spacecraft. Parsed spacecraft names and transmission rates, which was then visualized on the LEDs via hand-crafted character maps and 5 different animation patterns with 6 levels of intensity based on transmission rate.

Engineered a custom WiFi portal to allow configuration and updating of the device from a phone or other device via ESP32 onboard WiFi. Delivered production-ready software package for a limited hardware run of units.

Anglerfish Exhibit | Embedded IoT | Natural History Museum of Los Angeles

Jun 2021 - Aug 2021 | Los Angeles, CA

Designed, built and installed an Arduino-driven light sensor system for the display of a rare Pacific footballfish specimen. The fish's tissue is highly sensitive to light, so the ichthyology collection staff needed a way to limit and track light exposure. We wired a motion sensor to the cabinet lights, so they only turned on when a visitor approached the display. A light sensor then continuously measured the amount of light striking the specimen and uploaded it to an online spreadsheet for later analysis. Additionally, we took a LiDAR scan of the specimen and 3d printed a full-scale model which was embedded into the signage to provide tactile interaction.

Education

BFA in Telecommunications, Ball State University

2007 - 2011 | Muncie, IN

- Clubs: Technical Association of the Graphic Arts

Awards

Emmy Award (2011 - Lower Great Lakes Region) | Health/Science Program or Special | "Seeing Stars In Indiana"

Emmy Award (2010 - Lower Great Lakes Region) | Short Narrative, Lighting | "Color of Deceit"

ADDY Awards (2012)

Best of Show & Gold ADDY, Internet Commercials | "Visit Indiana" Tourism Marketing Campaign
Role: Editor, Post-production Manager