

# JOEDY FELTS

## FULL STACK SOFTWARE ENGINEER

I'm a builder at heart—energized by clean UI, purposeful UX, and the challenge of bringing digital experiences to life. With over a decade in web development, I've grown into a frontend engineer who balances design sensitivity with engineering rigor. My toolkit includes React, TypeScript, GraphQL, and a deep understanding of component architecture, accessibility, and state management.

My early roots in animation and visual storytelling still shape my approach: every interaction should feel intentional. I write maintainable, scalable code that supports agile teams, accelerates delivery, and puts the user experience at the center.



## Professional Skills

### Languages & Frameworks:

React, TypeScript, JavaScript, PHP, GraphQL, HTML, XML, CSS, Sass

### Backend & APIs:

Node.js, REST APIs, GraphQL APIs, MySQL, MongoDB

### Cloud & DevOps:

AWS (EC2, S3, CloudFront, Lambda), CI/CD, Docker, Git, Webpack, Jest

### Design & UI:

Responsive Design, Web Accessibility, Figma, Storybook

## Education

### The Art Institute of Pittsburgh

- BS in Computer Game Art & Design
- 3.9 GPA
- Dean's Award

### University of Virginia

- Studied Computer Science

## Experience

### SENIOR SOFTWARE ENGINEER | SANS INSTITUTE

2022 - 2025

Co-developed and launched OnDemand Web, a video-based learning management system that boosted application performance by 40% over its predecessor. Co-developed the course and user administration tool, which enabled course creators to efficiently build and manage content and manage student enrollment in SANS courses.

- Engineered using React.js and Node.js, integrating GraphQL, AWS Lambda, S3 for course content, and Learnosity for quiz functionalities.
- Authored the Zendesk-powered SME chat component, enabling real-time learner engagement, file sharing, and service hour updates.
- Implemented CI/CD methodologies and Jest for testing, alongside building a complementary React.js administration tool that leveraged REST microservices for video transcription and content processing.
- Utilized Redux for complex state management in the admin tool to support progressive course modifications and Storybook for rapid UI prototyping.

## **DIRECTOR OF USER EXPERIENCE | UNIVERSITY OF RICHMOND**

2016 - 2022

Led the strategic vision and technical execution for the University of Richmond's public web presence, overseeing a team of web developers and a portfolio of 150+ domains.

- Spearheaded a major codebase rewrite and visual overhaul, improving site performance by over 50% and web accessibility compliance by over 75%.
- Architected a new responsive, component-based web ecosystem using PHP for the backend and a custom JavaScript framework with Zurb Foundation on the frontend, deeply integrated with the CMS.
- Optimized site delivery by utilizing Amazon CloudFront for static asset distribution and implemented AWS Elasticsearch for advanced search capabilities.
- Developed a flexible, modular CMS templating system, empowering campus web managers to build high-quality sites from pre-built components and enabling custom Google Tag Manager integrations.
- Reimagined and redeveloped an advanced article system, allowing authors to create rich, responsive web articles with embedded multimedia (slideshows, videos), custom backgrounds, and social media integration.
- 2021 CASE Circle of Excellence Award - Gold for the Hermes Web Redesign

## **USER INTERFACE MANAGER/SENIOR WEB DEVELOPER | UNIVERSITY OF RICHMOND**

2010 - 2016

Managed a small team of web developers responsible for the maintenance and operation of the University of Richmond's public web infrastructure.

- Designed and implemented the frontend system (custom JS/HTML framework) and core PHP backend, deeply integrated with the CMS, powering the university's web presence.
- Developed an Angular (1.0, later redeveloped to 2.0) web application to enhance prospective student campus tours, providing interactive maps, degree offerings, academic profiles, and student experiences.
- Created a custom PHP-based marketing email generator, leveraging in-house article content for dynamic, on-the-fly email generation.
- Built a custom event management system to streamline university event coordination and promotion.
- Led the migration of university web assets from local storage to cloud distribution, optimizing performance and scalability.

## **FREELANCE WEB DEVELOPER | JOEDYFELTS.COM**

2006 - Present

Developed custom websites end-to-end for a diverse range of clients, specializing in WordPress for comprehensive site creation, custom theme development, and bespoke widget authoring.

- Crafted responsive HTML templates, CSS, JavaScript, and robust PHP backends to meet unique client requirements and design specifications.
- Delivered SEO-optimized solutions to enhance online visibility, driving organic traffic and improving search engine rankings.
- Integrated Google Tag Manager for precise performance tracking, analytics, and data-driven decision-making.
- Provided website maintenance and ongoing support, including security updates, content revisions, and troubleshooting to ensure optimal site performance.
- Offered consultation services to clients, guiding them through the web development process, technology choices, and digital strategy.
- Assisted with domain registration and web hosting setup, ensuring seamless deployment and reliable uptime for client websites.