

# David Kelly

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## PROFILE

UI/UX Designer and Front-end Engineer specializing in crafting accessible, engaging user interfaces. Leveraging a creative writing background and hands-on experience building and maintaining websites and intranets, I bring a keen eye for detail and a passion for clear, concise communication and engagement. Skilled at translating complex information into intuitive online experiences, optimizing performance, and ensuring seamless responsiveness across devices. Strong analytical ability—honed through website data analysis—enables me to understand user behavior and tailor content to their needs. Driven to create impactful digital experiences that inform, empower, and delight users.

## PROFESSIONAL EXPERIENCE

### Senior Software Designer (Front End and UI/UX)

**Palm Beach County**

**10/2012 – 02/2025 | WEST PALM BEACH, FL**

- Engineered and designed the Neighborhood Information Portal (<https://pbc.gov/neighborhood>) using JavaScript and ARCGIS REST API, delivering comprehensive local resources for citizens.
- Led full UI/UX redevelopment of the Palm Beach County Property Appraiser site (<https://pbcpao.gov>), converting design concepts into a scalable, ADA-compliant production platform.
- Engineered and maintained a decentralized web ecosystem – including public-facing and intranet – coordinating content and technical strategy across 20+ departments for sites with 10M+ annual page views.
- Modernized video streaming solutions for cross-platform compatibility (Windows, Mac, Android, iOS, tablets).
- Instituted rigorous accessibility testing and remediation, consistently achieving/exceeding WCAG 2.1 benchmarks.
- Developed digital marketing strategies and training resources using OBS, Google Analytics, and Mailchimp.
- Oversaw social media workflows, data migrations, and ongoing CMS enhancements.
- Liaised with leadership and stakeholders to align web strategies with organizational goals.
- Instrumental in the creation and management of the Digital Information Support Center (DISC), which leverages social media for information gathering and dissemination during emergency activations such as hurricanes.
- Collaborated directly with Mayor and Commission staffs on digital marketing initiatives (including photography and proclamations) and facilitated public meetings through material preparation and public comment coordination.

### Front End Designer / Digital Marketing / SEO

**JR Dunn Jewelers**

**03/2011 – 10/2012 | LIGHTHOUSE POINT, FL**

- Designed and deployed retail websites using CMS and ASP.NET.
- Optimized user experience and site performance with targeted analytics and SEO improvements.
- Managed online advertising campaigns across Google Ads, Bing Ads, and Facebook Ads, optimizing performance and achieving target KPIs.
- Conducted in-depth analysis of campaign data to drive strategic enhancements and budget efficiencies.

### Webmaster (Library Associate V)

**Palm Beach County Library System**

**08/2006 – 02/2011 | WEST PALM BEACH, FL**

- Led full-scale website redesign and Drupal CMS integration for the county library system.
- Launched and managed first generation social media and email marketing campaigns.
- Awarded Golden Palm for contributions to library rebranding and tagline development.

EDUCATION

**Bachelor of Arts in English, Writing/Rhetoric Concentration**  
Florida Atlantic University  
05/2015 | BOCA RATON, FL  
Magna Cum Laude, Sigma Tau Delta  
Studied under author and New York Times columnist Dr. Roxane Gay

CORE  
COMPETENCIES

**FRONT END:** Javascript, Typescript, HTML5, CSS3/Sass, jQuery, AJAX  
**FRAMEWORKS & LIBRARIES:** TailwindCSS, BEM (Structure), Bootstrap, React  
**CMS & PLATFORMS:** SharePoint, Wordpress, Drupal  
**ACCESSIBILITY & COMPLIANCE:** ADA, Section 508, WCAG 2.1  
**DATABASES & APIS:** SQL, RESTful APIS, ArcGIS API  
**DESIGN & PUBLISHING:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Responsive Design, UI/UX and User-centric Design  
**METRICS:** SEO, Google Analytics, Looker Studio, A/B Testing  
**EMAIL MARKETING:** Constant Contact, Mailchimp, Sendy, Amazon SES  
**PROJECT MANAGEMENT:** Agile, Cross-Functional Collaboration, Jira  
**TOOLS & DEVELOPMENT:** No-Code Tools/Dashboards (Power Apps, Tableau, ArcGIS)  
**AI & LLMs:** Python for GenAI, RAG, Ollama, Stable Diffusion, AI-Assisted Coding

CERTIFICATES

**UX Designer Career Path**  
Codecademy  
2025  
<https://www.codecademy.com/profiles/kellydallen>

AWARDS &  
RECOGNITION

**GoldenPalm Awards (4)**  
Various projects including library re-branding, video streaming modernization, large scale content management system migration, and Property Appraiser site redesign.


**Sigma Tau Delta English Honor Society**  
FAU  
2014


**Hollingsworth Short Story Scholarship Award Winner**  
FAU  
2013


PERSONAL  
ACHIEVEMENTS

Accepted to and attended Dennis Lehane’s Writer’s in Paradise writing retreat with faculty including Laura Lippman, Andre Dubus III, Stewart O’Nan, and Les Standiford, 2016

HOBBIES

 Sound design,  
recording, audio &  
video editing

 Computer &  
console gaming

 Creative Writing