

David Kelly

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PROFILE

Front-end developer specializing in crafting accessible, engaging user interfaces. Leveraging a creative writing background and hands-on experience building and maintaining government websites and intranets, I bring a keen eye for detail and a passion for clear, concise communication. 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, Public Relations Specialist, Analyst Programmer, Website Specialist

Palm Beach County

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

- Designed and developed the Neighborhood Information Portal (<https://pbc.gov/neighborhood>) using JavaScript and ARCGIS REST API, delivering comprehensive local resources for citizens.
- Led full technical 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
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

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