Shawn Smalley

REACTJS, WORDPRESS, GRAPHICS, UI/UX

SKILLS

ReactJS, Redux, WordPress, HTML, CSS3 (SASS/LESS), PHP, Git/Node, Azure, Webflow, Figma, Adobe Creative Suite, Agile/Scrum, Shopify, Sketch, Google Analytics, Public Speaking

CONTACT

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REFERENCES

Andrew Vincent - UI Director, SystemSoft
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Greg Morris - Gen. Manager, BigWing
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Jimmy Rupp - Co-Owner, Innov8tive
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Matt Krodel - Prod. Manager, a la mode
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WORK EXPERIENCE

KFORCE GLOBAL SOLUTIONS - WORDPRESS DEVERLOPER

April 2025 - PRESENT

Career Highlights:
- Wrangling a large pool of WordPress websites with their own unique page builder ecosystems
- Maintaining CRON jobs and plugin updates/migrations
- New site designs/launches
- Large-scale plugin and PHP upgrade project across hundreds of websites

Greystar Worldwide, LLC. maintains a large fleet of real estate websites in a variety of platforms. I have been contracted to handle ticket-based requests, troubleshooting, plugin maintenance, migrations, and any customizations or new site launches.
Most websites are WordPress, built with a variety of page builders such as Elementor, WPBakery, Bricks, Oxygen, Beaver, and others with custom ACF-powered themes usually based around Understrap. It was crucial to be able to make consistent content or design changes regardless of the ecosystem of the website. This also included resolving plugin update issues and PHP errors.

INTERESTS

Digital Art
Video Game Modding

Creative Writing
Drawing/Illustrating

Adopting Dogs
Food Bank Volunteer

Collecting Records
Playing Guitar/Singing

the ecosystem of the website. This also included resolving plugin update issues and PHP errors.

In addition to maintenance and new builds, a major project over the summer of 2025 involved working within our API integrations for apartment floor plans, availability, and pricing. Initially, these were done using custom post types that were created using CRON jobs brought in from our API partners. However, maintaining multiple feeds and tech stacks was becoming troublesome for smaller staff, so I went through our list of websites to replace these feeds with a custom plugin, and then made sure it was made consistent with each site's unique design and needs. This helped to begin migrating our users into a one-size-fits-all architecture for the most important moving part of our websites. The challenge was getting all websites' PHP, WordPress, and plugins updated to the minimum versions and resolving issues along the way.

SYSTEMSOFT - SOFTWARE/WORDPRESS DEVELOPER II

November 2020 - February 2025 - 3+ YEARS

Career Highlights:

- Taking responsibility as technical lead in large web projects
- Maintaining constant communication with stakeholders about progress and needs
- Mentoring junior developers and onboarding new help as projects expand
- Resolving hosting issues and configuring CI/CD pipelines
- Oversaw Webflow web design initiative before switching to Figma
- Flexible duties included ReactJS development of healthcare applications and microservices integrations

SystemSoft Technologies is a large, multi-national company offering a wide range of services, with websites being just one small portion. Even with over a thousand employees in several time zones, working completely remotely via digital workspaces in Microsoft Teams has made it easy to stay connected and to collaborate efficiently.

I was asked to handle the day-to-day technical matters overseeing the remodeling of SystemSoft's own website, coordinating with designers, copywriters, marketers, the heads of departments, QA, UX researchers and fellow developers. I oversaw our technical stack and delivery pipelines connected to our Git repositories, tracked and assigned sprint tickets and bug reports, and managed code review for our junior developers. Despite the sheer number of people and tasks involved, this project progressed smoothly and launched on time and without issue.

Other smaller web projects were completed concurrently, including an initiative to move our design work from Adobe XD to Webflow. Though some websites were designed using Webflow, including one public launch, our design team ended up embracing Figma in the long run.

As company needs evolved, my role shifted to ReactJS and working on our micro-services-based web applications, most notably on some healthcare and private industry related projects.

BIGWING / LOCALIQ - WORDPRESS DEVELOPER

Feb 2019 – September 2020 – 1.5 YEARS

Career Highlights:
- Wireframes in Sketch/Invision for client approval
- Customize purchased themes or full-custom builds following coding standards
- Setting up hosting, domains, SSL, monitors, and plugins
- including occasional one-off custom plugins and feature development

I was brought in to the BigWing agency on a contracted basis after their prior web team experienced high turnover after a corporate acquisition which was putting a pinch on their productivity. Initially, they needed someone with a frontend background to coordinate with their longtime backend WordPress developer to wrap up in-progress client work and help catch up on their backlog. As I got to know their business, and they got to know my abilities, my duties would expand to assist with broader duties.

The clients were largely local as we shared a building and many sales and support staff with the Daily Oklahoman (who were owned by the same entity), but we would also occasionally work with long-distance clients by video.

INNOV8TIVE - GRAPHIC DESIGNER AND UI/UX

Nov 2015 – Oct 2018 – 3 YEARS

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Career Highlights:

- Remodeled iPhone app for healthcare institution to manage help tickets, workplace communication
- Designed frontend of desktop app used by large manufacturer to manage machine parts, plans, versioning
- Setting up WordPress, Shopify, BigCommerce, or Angular website front ends for local businesses
- Create proof-of-concepts, client presentations, visual assets, and functional prototypes to hand off to back end developers to complete finished products
- Social, web, print, and mail marketing materials as well as logos and swag materials for multiple brands

A LA MODE, INC. / PIPELINE ROI - VARIOUS POSITIONS

Feb 2007 – Oct 2015 – 8 YEARS, 9 MONTHS

Career Highlights:

- Phone, video, or in-person consultations for web design, marketing results, technical support
- Created department of six web designers specializing in HTML, CSS/Bootstrap using Brackets.io
- Hosted daily webinars on topics from niche and email marketing, SEO to design tips/tricks
- Handled RMA saves by resolving escalated issues or providing one-on-one consultations on product knowledge or getting results

ONLINE PORTFOLIO

You can find additional details about each job including a richer explanation of duties, thorough technical background, and complete project breakdowns and galleries in my online portfolio.