

KELLY HILL

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Front-end developer with 5+ years of experience building and maintaining mobile-first web applications for a live fan engagement platform used across collegiate and professional sporting events, collaborating within cross-functional agile teams to ship consistent, on-brand user experiences from concept to production.

Front-End Web Development | Responsive & Cross-Browser Design | UI/UX & Visual Design | Cross-Functional Collaboration

- **Platform Scale:** Volunteered as part of a 10-person team to physically install over 30,000 QR-enabled seat tags across Yankee Stadium armrests within a 4-day turnaround, bringing a real-time fan engagement deployment to life at a major MLB venue.
- **Multi-Team Delivery:** Built, updated, and shipped up to 15 collegiate and professional sports web applications on a weekly cadence across 7 collegiate and 2 professional team accounts, all maintained within a single shared Vue.js codebase.
- **Client Business Impact:** Led a 5-month front-end redesign and lead-generation overhaul for an independent publisher's website, directly contributing to book sales growing from 124 to 470, according to Amazon Kindle Direct Publishing reporting.

Problem Solving & Debugging
Prototyping & A/B Testing
Vue.js, React, HTML5, CSS3

Agile Delivery & Client Communication
QA Testing & Technical Troubleshooting
Adobe Photoshop & Wireframing

Attention to Detail & Workflow
Jira, Git & Version Control
JavaScript, TypeScript, Figma

PROFESSIONAL EXPERIENCE

Software Developer, Freelance Products

02/2024 – Present

Design, build, and maintain independent web applications using Vue.js, React, and Next.js for external clients and personal projects, managing the front-end development lifecycle from design to deployment.

- Delivered a 5-month front-end rebuild and lead-generation optimization for Bamboo Village Books, contributing to book sales growing from 124 to 470 year-over-year (2024 to 2025).
- Rebuilt a client website from WordPress to Vue.js for Extrahands, resolving 3 key functionality, accessibility, and scalability issues for a production-ready, cross-device experience.
- Engineered a Next.js and TypeScript tech-networking dashboard integrating a Google Sheets database, displaying 42 attended events, and 109 new connections over a 9-month period.

Software Developer, Fan Engagement Team (Vue.js & UI/UX) | Digital Seat Media

10/2021 – 04/2025

Delivered front-end development and UI/UX support for a mobile, QR-code-based fan engagement platform used by fans at live sporting events, building and maintaining mobile-first web applications within a Vue.js codebase for collegiate and professional sports organizations.

Front-End Development & UI Implementation

- Structured JSON-based configuration data from product manager tickets into reusable Vue card components, rendering images, text, and calls-to-action for the mobile platform.
- Verified game-day content accuracy across roster images, team logos, and branding assets, aligning event names, times, sport categories, and application IDs for error-free live displays.
- Contributed HTML, CSS, and visual design work to a Vue.js-based student mental health awareness application as part of a cross-functional build.

Cross-Functional Collaboration & Agile Delivery

- Collaborated via Jira with a cross-functional team, including 2 engineers, 2 designers, and a product manager, to ship front-end features alongside a dedicated QA team.
- Intentionally polished front-end deliverables pre-handoff to minimize downstream QA workload across the fan engagement app suite.

- Managed and updated up to 15 collegiate and professional sports web applications weekly, supporting 7 collegiate and 2 professional team accounts.

Platform Support & Professional Growth

- Supported a large-scale, in-venue fan engagement rollout by volunteering as part of an 8-person team to install 30,000+ QR-enabled seat tags across Yankee Stadium within 4 days.
- Earned strong year-end performance remarks for production quality and consistency across concurrent team accounts.
- Proactively studied React independently outside working hours to build in-demand front-end framework skills beyond the team's required Vue.js stack.

Technology Associate and STEM Instructor | iCode School Franchise

04/2026 – Present

Deliver hands-on STEM instruction in programming fundamentals, AI, and web development to students ages 6 to 13 within a structured, sprint-based curriculum.

- Delivered a 5-day AI Engineering Basics camp to 6 students ages 10-13, teaching prompt engineering and Hugging Face AI models, achieving 100% course completion.
- Instructed 50 to 70 students across JavaScript, Minecraft, and AI programming courses since April 2026, translating web development concepts into custom analogies for young learners.
- Guided student cohorts in JavaScript and Roblox/Blender courses to 100% completion and advancement to the next curriculum level through final project reviews.

Personal Trainer and Nutritionist | Life Time Inc.

07/2017 – 07/2022

Delivered customized fitness and nutrition programs and built client relationships within a high-volume, retention-focused personal training practice.

- Coached and delivered customized fitness and nutrition plans to 15 to 20 clients per month, sustaining an 85% to 90% client retention rate.
- Generated new business through proactive outreach, dedicating 2 to 3 hours daily to cold texts, calls, and emails to build a client base from the ground up.
- Tracked client progress using Google Sheets and a scheduling platform, sparking an interest in building custom software that led to a transition into web development.

EDUCATION & PERSONAL DEVELOPMENT

Postgraduate Program in Artificial Intelligence and Machine Learning | University of Texas at Austin (*Feb 2024 - Aug 2024*)

Master of Science in Human Nutrition | Texas State University (*Jan 2012 - May 2015*)

TECHNICAL SKILLS

Languages & Frameworks: JavaScript, TypeScript, React, Next.js, Vue.js

Front-End & Design: HTML5, CSS3, Tailwind, Responsive Web Design, Figma, Adobe Photoshop, Wireframing, Prototyping, A/B Testing

Tools & Additional Exposure: REST APIs, Node.js, Express, MongoDB, AWS, Vercel, GitHub, JSON, CSV