

David Kelly

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PROFILE

UI/UX Designer and **Front-end Engineer** specializing in accessible, engaging user interfaces. My cross-disciplinary perspective—blending creative writing, technical development, and data analysis—enables me to create solutions that are both technically sound and deeply user-focused. I translate complex information into intuitive digital experiences, optimize performance, and ensure responsive design across all devices. Through website data analysis, I've developed strong analytical skills that help me understand user behavior and tailor solutions to meet their specific needs. I'm driven to create impactful digital experiences that inform, empower, and delight users.

PROFESSIONAL EXPERIENCE

Senior Software Designer (UI/UX Designer)

Palm Beach County

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

- Led user research, design, and development of the Neighborhood Information Portal (<https://pbc.gov/neighborhood>) using JavaScript and ArcGIS REST API, delivering comprehensive local resources validated through testing.
- Led full UI/UX redevelopment of the Palm Beach County Property Appraiser site (<https://pbcpap.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.
- Led iterative user testing sessions with internal customers, incorporating feedback to refine interface designs and enhance site functionality.
- 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 with Mayor and Commission offices on digital marketing initiatives, including photography and proclamation design.

UI/UX 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.

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

SKILLS

FRONT END DEVELOPMENT

- JavaScript, TypeScript, HTML5, CSS3/Sass
- React, jQuery, TailwindCSS, Bootstrap

UI/UX DESIGN

- Figma, Wireframing, Prototyping, Responsive Design
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- User-Centric Design, Cross-Browser Compatibility

PLATFORMS & CMS

- SharePoint, WordPress, Drupal
- Power Apps, Tableau, ArcGIS

DATA & ANALYTICS

- Google Analytics, Looker Studio, A/B Testing, SEO
- SQL, RESTful APIs, ArcGIS API

ACCESSIBILITY & COMPLIANCE

- ADA, Section 508, WCAG 2.1

EMAIL MARKETING

- Constant Contact, Mailchimp, Sendy, Amazon SES

PROJECT MANAGEMENT

- Agile, Cross-Functional Collaboration, Jira

AI & EMERGING TECHNOLOGIES

- Python for GenAI, RAG, Ollama
- Stable Diffusion, AI-Assisted Coding

WRITING & EDITORIAL

- AP Style, Copyediting, Proofreading
- Content Strategy, Technical Writing

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