

# JAY BOYD

*Creative Technologist .  
Full-Stack Engineer .  
Engineering Team Lead*

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📍 Memphis, TN

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## EDUCATION

Software Engineering  
Certification

CodeCrew

📅 Jan 2023 - Oct 2023

Frontend Development

Frontend Masters

📅 Jan 2025 - current

Computer Science

Tennessee State University

📅 Sep 2021 - May 2022

## SKILLS

- Frontend React 19, Next.js 15 (App Router), TypeScript, Tailwind CSS, Three.js, Framer Motion
- Backend Node.js, Express.js, PHP, REST APIs, .NET Framework
- Databases PostgreSQL, MySQL, MongoDB, Supabase, Prisma ORM
- AI & Data Gemini 2.0 Flash, Prompt Engineering, Structured JSON Outputs, Google Search Grounding
- Auth & Forms Auth.js, Google OAuth, Magic Links, Zod, React Hook Form
- DevOps Git, Docker, Cloudflare, Vercel, Netlify, Server Automation
- Testing Vitest, ESLint, Error Boundaries, Health Check APIs

## CAREER OBJECTIVE

Creative technologist and full-stack engineer with 2+ years of professional experience building production web applications, AI-powered tools, and immersive 3D experiences. Proven ability to lead engineering teams, architect systems from scratch, and deliver measurable business outcomes - including reviving a stalled development pipeline to \$237K+ in annual revenue. Passionate about building at the intersection of design, engineering, and AI.

## WORK EXPERIENCE

### Software Engineer & Engineering Team Lead

#### RedRover Sales & Marketing

📅 June 2024 - current

- \$237K+ in verified project value within 12 months. Rebuilt and scaled a dormant web development pipeline that had been inactive for nearly 2 years, delivering high value web projects.
- Led a \$139K B2B website build for a vinyl logistics company with a hard SXSW conference deadline - coordinating cross-functional teams, designing off PDF specs without a design system, and shipping on time.
- Architected and maintained 5+ production web applications using Node.js, React, PHP, SQL, and MongoDB.
- Designed automated deployment and scaling systems using Cloudflare, Git, and REST APIs - reducing server downtime by 15% and strengthening security posture.
- Established the agency's entire development process from scratch - including design systems, wireframing standards, QA workflows, and technical documentation.
- Led a cross-functional team of 5 engineers coordinating and designers and stakeholders across time zones to ship features on schedule.
- Implemented analytics dashboards using Looker Studio and GA4 driving a 30% increase in client user engagement.
- Authored 20+ technical documents covering architecture, deployment, and configuration standards in Confluence.

### Teaching Assistant - Full-Stack Development

#### CodeCrew

📅 Dec 2023 - June 2024

- Mentored a cohort of 20 students through a full-stack curriculum, leading to an 85% course completion rate.
- Reinforced fundamentals in JavaScript, HTML/CSS, and REST APIs through code reviews and live debugging sessions.

### Software Developer

#### GiveCamp Memphis & Independent Projects

📅 2023 - current

- Volunteer annually at GiveCamp Memphis building websites for nonprofits including Big Brothers Big Sisters and JUICE Orange Mound - reducing load times by 30% and increasing engagement by 30%.

- Analytics GA4, Looker Studio, SEMrush, Google Sheets API
- Design Figma, Design Systems, Glassmorphism, 3D Web Experiences
- Tools WordPress, Zapier, Confluence, vCard Generation, QR Scanning

## CERTIFICATIONS

- Software Engineering Certification . CodeCrew . Jan 2023 - Oct 2023

- Created tailored WordPress components & plugins that integrated with third-party APIs and automated the generation of 10+ reporting dashboards for improved data visualization.

## PROJECTS

### ScoutHelper - AI NFL Scouting Platform

- Built an AI powered NFL scouting tool that generates structured prospect reports using Gemini 2.0 Flash with JSON output parsing and Google Search grounding for real-time data.
- Implemented a Film Room feature using AI video retrieval with a custom regex extraction engine handling multiple YouTube URL formats and graceful embed fallbacks.
- Designed a Franchise Fit simulation feature that grounds AI responses in live web data and surfaces cited sources for verification.
- Built a custom Glow-morphism design system using Tailwind CSS, CSS custom properties, and Recharts radar visualizations for prospect comparison.

### SchemaGen - SEO Schema Generator

- Built a production SaaS tool for generating and validating JSON-LD structured data with 15+ schema types, dynamic form generation, and strict Zod validation.
- Implemented full authentication with Auth.js including Google OAuth and magic link email providers with role-based route protection.
- Engineered a validation engine that auto-corrects malformed JSON-LD including WordPress/Yoast style @graph clusters.
- Set up production infrastructure with Docker, Prisma ORM, structured JSON logging, health check endpoints, and error boundaries with Digest IDs.

### Interactive Roadmap - 3D Client Experience

- Designed and built an immersive 3D wireframe mountain terrain in Three.js with an interactive roadmap path, milestone nodes, and hover states as a client pitch concept.
- Created a full visual concept including typography, starfield background, and a spatial narrative - "Pathways, Not Promises" - translating a client journey into a 3D experience.

### Booth Capture - Conference Lead Engine

- Built a mobile-first conference lead capture tool with real-time QR badge scanning, vCard generation for one-tap contact saving, and live Google Sheets sync.
- Designed a glassmorphism UI with Framer Motion transitions optimized for fast-paced conference environments with large accessible touch targets.