

Adam Culpepper, senior frontend developer

Senior UI/UX developer with 20 years of professional experience: UI frontend development, page-speed and performance, ecommerce, responsive design, accessibility, and SEO. Highlights include leading a Figma design system that covers 150+ commercial sites and running web performance as a Web Lead managing six developers.

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Experience

The traverse from 1999 to now, charted most-recent first: team leadership, design systems, performance, and a lot of shipped UI.

1. ○ AUG 2021 PRESENT

Universe Web Lead (since Feb 2022) · Senior Frontend Web Engineer · Remote

Own web performance, CDNs, large-scale SEO, and accessibility across the marketing web.

Manage six developers and run the hiring pipeline and technical interviews.

Built Playwright visual-regression testing, automated WebPageTest scripts, and Metabase performance dashboards.

Created and lead weekly Web Chats for the developer team.

Stack: React, Next.js, and Emotion/Styled Components on Netlify, AWS, and Cloudflare.

2. ○ JAN 1999 PRESENT

Freelance Front-End Web Developer · Self-Employed

Contract web development and JavaScript/PHP programming for design, advertising, and marketing firms, first across Baton Rouge, New Orleans, and Lafayette, now Chicagoland.

CMS work spanning Adobe Business Catalyst, Craft CMS, Shopify, WordPress, ExpressionEngine, and static builds.

3. ○ NOV 2017 JUL 2021

Trendsic Senior UI Developer / JavaScript Developer

Built product UI in Vue.js and early JAMstack stacks (Eleventy, Netlify, and AWS), including Soarveyor.

Developed Shopify storefronts with custom Liquid theming.

Handled client training, hosting and DNS management, QA, and recruitment.

4. ○ OCT 2013 MAY 2017

Envoc Front-End Web Developer

Hand-crafted PSDs into responsive, cross-browser websites and application UIs.

Every build shipped SEO-friendly and ADA-compliant as a baseline, not an add-on.

5. ○ NOV 2011 OCT 2013

FUSE (formerly 3 Lions Media) Lead Front-End Web Developer

Lead frontend developer plus PHP and JavaScript work across the agency's client roster.

Clients included NAPA Auto Parts, the Orange Bowl, Baton Rouge General, Lee Michaels Fine Jewelry, Boys & Girls Club, and Marucci Sports.

Owned SEO, hosting and domain management, and project estimates.

6. ○ SEPT 2006 JUL 2012

Transformyx Lead Front-End Web Developer & Web Project Manager

Converted hundreds of PSDs into standards-compliant HTML and CSS; migrated 300+ website templates to Adobe Graphics Server.

Frontend developer on DynaSite, a proprietary CMS serving 500+ clients.

Managed offshore and onshore designers and acted as the QA gatekeeper for everything that shipped.

02 CREW LEAD

Leadership

Most of these two decades were spent leading the people doing the work, not just the work: teams, hiring pipelines, and the standards everything shipped against.

TEAMS MANAGED

Web Lead over six developers at Universe. Managed onshore and offshore designers at Transformyx, and interns and contractors at FUSE.

HIRING & INTERVIEWS

Built and run the hiring pipeline at Universe: sourcing, screening, technical interviews, onboarding, and training. Recruited at Trendsic and FUSE as well.

STANDARDS & QA

The QA gatekeeper for what shipped, owning coding standards, performance budgets, and accessibility baselines across the team.

MENTORING & CULTURE

Created and lead weekly Web Chats for developers, plus pod meetings and team-building. Company culture ambassador across two companies.

PROJECT LEADERSHIP

Web Project Manager at Transformyx and project owner at FUSE: estimates, scope, client relationships, and delivery on top of the frontend build.

COMMUNITY LEADERSHIP

Founder of Louisiana Designathon, organizer of Refresh Baton Rouge and Startup Weekend, and Web Design Chair on the Baton Rouge Social Media Association board.

Modern tools first, grouped the way the work actually happens, from the core web platform to design systems in Figma.

CORE

HTML

CSS

JavaScript

jQuery

Web performance

A11y (Accessibility)

Best practices

Browser compatibility

SEO (Search Engine Optimization)

Node.js

PHP

SQL

Responsive design

DOM scripting

TypeScript

Internationalization (i18n)

Localization (l10n)

PERFORMANCE

Core Web Vitals

Lighthouse

WebPageTest

Cloudflare

Performance audits

imgix

Cloudinary

CDN strategy

KeyCDN

Caching

Image optimization

Video optimization

WebP / AVIF

Metabase

FRAMEWORKS

Eleventy

React

Vue

Nuxt.js

Next.js

SSG (Static Site Generator)

htmx

Knockout

Durandal

RequireJS

STYLING

Design tokens

Nested CSS

CSS variables

CSS grid

CSS flexbox

Sass

Less

Bootstrap

Tailwind CSS

Material UI

SVG masks

Font icons

CSS masks & gradients

shadcn/ui

CSS Modules

styled-components

ANIMATION

GSAP

ScrollTrigger

Canvas

SVG

JavaScript

jQuery

CSS animations

Animated SVG

CSS parallax

Gradient text

ACCESSIBILITY

WCAG 2

Accessibility audits

Screen-reader testing

ADA compliance

W3C validation

Usability

TESTING

Playwright

Puppeteer

Visual regression

Automation testing

Cross-browser testing

WebPageTest automation

LEADERSHIP & DELIVERY

Team leadership

Technical interviewing

Mentoring

Agile

Scrum

Kanban

Waterfall

Jira

Code review

Project estimation

Project planning

PLATFORMS

Git

GitHub

GitHub Actions

GitHub Pages

JAMstack

Netlify

AWS

AWS S3

Shopify

WordPress

Headless CMS

GitLab

Bitbucket

cPanel / WHM

Docker

DNS management

Advanced DNS

DESIGN & MEDIA

Figma

Figma autolayout

Figma components

Design systems

Design tokens

Photoshop

Illustrator

Adobe Premiere

Lightroom

Adobe XD

UI/UX design

BACKEND & APIS

Node.js

PHP

SQL

MySQL

SQL Server

Supabase

Firebase

REST APIs

JSON

Laravel

AJAX

Twilio

SendGrid

Google Maps API

SOAP

XML

YAML

TEMPLATING

Nunjucks

Liquid

Liquid.js

Markdown

Handlebars

Mustache

Twig

CMS & ECOMMERCE

Netlify CMS

WordPress

Shopify

Craft CMS

AEM (Adobe Experience Manager)

Magento

ExpressionEngine

Forestry

Authorize.net

Stripe

PayPal

SEO & MARKETING

Technical SEO

Local SEO

Google Analytics

Structured data

Email marketing

SEM (Search Engine Marketing)

SMM (Social Media Marketing)

AI & AUTOMATION

Claude Code

Claude Skills

Claude API

AI agents

Model Context Protocol (MCP)

Prompt engineering

ChatGPT

Midjourney

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TRAINING

Education

2010-2011

University of Louisiana at Lafayette

Photography

2002-2004

Baton Rouge School of Computers

Computer Information Systems. Taught the CSS section of the web design program (6-week class); Student of the Month, October 2003; wrote 50+ desktop applications, including one downloaded 5,000+ times.

2001-2002

Baton Rouge Community College

General Studies

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COMMUNITY

Involvement

2012-2020

Louisiana Designathon

Founder

2011-2022

Refresh Baton Rouge

Organizer

2013-2015

Startup Weekend

Organizer, Baton Rouge

2011-2014

Coastal Social

Photography & planning, social media conference

2011-2014

Baton Rouge Social Media Association

Board / Web Chair

2011-2020

Ronald McDonald House Charities

Volunteer

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CITATIONS

Publication & recognition

Independently verifiable: a published book, juried advertising awards, and public recommendations.



jQuery 2.0 Animation Techniques

With Dan Wellman • Packt Publishing • 2013 • ISBN
9781782169642

A full-length, published guide to practical motion on the web, and the reason "I literally wrote the book on web animation" isn't a figure of speech.

[View on Amazon](#) 

AWARDS



Gold ADDY · Best of Show, 2008

Scott Fence



Gold ADDY · Interactive, 2008

Scott Fence



Silver ADDY

Varsity Theatre



Gold ADDY · Digital Advertising, 2014

Baton Rouge General, BRGeneral.org



Gold Aster, 2013

Baton Rouge General, "Piece of Cake" site



Best of Baton Rouge, 2011

Web site design & development



inRegister Magazine feature, 2012

Louisiana Design A Thon

RECOMMENDATIONS

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LinkedIn recommendations: public, attributable, on the record

Read them on LinkedIn [↗](#)
