JEREMIAH NELLIS

DIGITAL STRATEGY & TECHNOLOGY LEADER

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PROFESSIONAL SUMMARY

Digital strategy and technology leader with 20+ years of experience spanning digital experience, web platforms, UX, technical consulting, team leadership, solutions architecture, and complex problem solving. Career progression from hands-on designer/developer to digital strategist, consultant, and organizational leader. Experienced leading high-volume digital production, translating unconventional business requirements into practical technical solutions, and applying generative AI to content, development, troubleshooting, and workflow optimization.

CORE COMPETENCIES

Digital Strategy & Transformation | Technology Strategy | Digital Experience | Solutions Architecture | Team Leadership & Development | Cross-Functional Leadership | Stakeholder Management | UX/UI Strategy | Web Platforms | Process Improvement | Quality Assurance | Requirements Analysis | Technical Consulting | AI-Assisted Workflows | Generative AI | SEO & Conversion Strategy | Complex Problem Solving

PROFESSIONAL EXPERIENCE

VIZISITES | 2025-2026
Director of Design & Development / Design Leadership

- Led a 7-person design and development team supporting a high-volume digital operation serving approximately 900 client accounts and delivering 8-12 website launches per month.
- Strengthened QA standards, production processes, team development, and accountability practices, contributing to an approximately 95% reduction in design and development churn.
- Served as escalation point for complex website, UX, functionality, integration, and client-experience challenges that exceeded standard production capabilities.
- Partnered with executive leadership and teams across sales, onboarding, content, IT, operations, and account management to resolve systemic delivery issues and improve client outcomes.
- Designed custom functionality, reusable solutions, and workflow improvements while mentoring designers and developers on UX, responsive execution, troubleshooting, and quality.

DEVISEDESIGNS LLC | 2020-Present
Founder / Web Strategy & Technology Consultant

- Advise businesses and agency partners on digital strategy, UX, technology selection, WordPress, SEO, conversion strategy, platform decisions, and complex technical implementation.
- Solve advanced front-end, JavaScript, jQuery, WordPress, integration, performance, and user-experience challenges, often extending platforms beyond standard theme or plugin capabilities.
- Apply generative AI and AI-assisted workflows to development, technical troubleshooting, research, rapid prototyping, and process optimization.
- Developed AI-assisted workflows using Claude for SEO content creation at scale, combining structured content generation with human review and quality control.

RESEARCH CONNECTIONS | 2020-Present
UX Designer & Developer / Advanced Survey Programmer

- Progressed from survey theme and participant-interface design into advanced survey programming and specialized technical problem solving.
- Engineer research experiences across Forsta/Decipher, Alchemer, MarketOnce, and other survey platforms, including complex logic, validation, dynamic behavior, and custom participant experiences.
- Develop custom JavaScript, jQuery, CSS, XML, and platform-specific solutions when research requirements exceed native survey-system capabilities.
- Collaborate with research and programming teams to translate unconventional study requirements into reliable technical solutions for studies conducted for major global organizations including Google, Amazon, GE, and Verizon.

CANALE COMMUNICATIONS | 2015-2020
Vice President, Digital Strategy / Manager, Digital Strategy

- Led digital strategy, UX, design, development, and client consulting for biotechnology, pharmaceutical, healthcare, and life-sciences organizations.
- Directed strategy, design, development, launch, and ongoing evolution of 100+ biotechnology and life-science websites.
- Advised clients on digital presence, information architecture, UX, web technology, and content presentation while partnering with executives, communications teams, creative professionals, and developers.
- Helped establish and evolve the agency's digital capabilities, standards, processes, and client offerings as digital became an increasingly important component of corporate communications.

MILLENNIUM | 2010-2015
Manager, Digital Strategy

- Led web and digital initiatives from discovery and strategy through design, development, launch, and ongoing support.
- Worked directly with clients to translate business objectives into digital strategies and web experiences while bridging creative, technical, and business requirements across project teams.

SELECTED IMPACT

95% reduction in design/development churn | 7-person design & development team | ~900-client digital environment | 8-12 monthly website launches | 100+ life-sciences websites | Enterprise research studies for Google, Amazon, GE & Verizon

TECHNOLOGY & PLATFORMS

Web & Digital: WordPress, HTML5, CSS3, JavaScript, jQuery, responsive development, UX/UI, accessibility, SEO, conversion optimization
Research Technology: Forsta/Decipher, Alchemer, MarketOnce, XML, advanced survey programming, custom interfaces, complex logic
Applied AI: Claude, ChatGPT, generative AI, AI-assisted development, prompt/workflow design, SEO content production at scale, rapid prototyping
Leadership & Operations: digital strategy, requirements analysis, workflow design, QA systems, process improvement, technical troubleshooting, stakeholder communication