

ALEXANDER JARDINE

Web Developer & Designer | Next.js, React, TypeScript & Technical SEO

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PROFILE

Web developer and designer building fast, accessible websites and web applications with Next.js, React and TypeScript, from custom marketing sites and CMS builds to authenticated, database-backed products. Designs in Figma and Claude Design, and pairs every build with technical SEO and analytics so sites rank, convert and are measured correctly. Full-stack capable across Python/FastAPI, Node, PostgreSQL, automated testing and CI/CD. 5+ years across development, design and SEO, available for engagements in any of the three, embedded in agency or client teams and owning projects from requirements through launch.

CORE CAPABILITIES

Front end: React, Next.js, TypeScript, JavaScript, HTML/CSS, Tailwind CSS, Three.js/WebGL, responsive, WCAG-accessible builds

Design: Figma, Claude Design, website and landing-page design, responsive layouts, motion design (Framer Motion, GSAP)

Back end & data: Node.js, Express, Python, FastAPI, REST APIs, PostgreSQL (Neon, Supabase), SQL, SQLAlchemy, Drizzle ORM, SQLite, Redis (Upstash)

CMS & platforms: WordPress, Shopify, Craft CMS, Sanity (headless), Squarespace, MDX, custom CMS builds, website migrations

Integrations & AI: Anthropic Claude API, Claude Code, Codex, DataForSEO, Supabase Auth, Google OAuth, Google APIs, Resend, Mews booking, forms and CRM handoffs

Testing & delivery: Vitest, Playwright, React Testing Library, pytest, axe-core, Git/GitHub, GitHub Actions, Vercel, Cloudflare

SEO & analytics: Technical, on-page and local SEO, keyword research, content strategy, schema/JSON-LD, Core Web Vitals, Google Business Profile, GA4, GTM, Search Console, Google Ads conversion tracking

EXPERIENCE

Jardine Studio

Nov 2023 - Present

Freelance Web Developer | Solo practice

- Design, build and launch custom websites and web applications for hospitality, B2B, local-service and consumer clients with Next.js, React and TypeScript on Vercel, owning each project from requirements through QA, launch and support, with Vitest, Playwright and axe-core testing on key builds.
- **Black Salt Room** (blacksaltroom.com): built a custom Next.js website with a validated inquiry form, Resend email delivery, JSON-LD structured data and Vercel Analytics; saved launch reports recorded 100 Lighthouse scores in all four categories on mobile and desktop, with a 1.5s mobile LCP and zero layout shift. The owner reports staying fully booked since launch, with new inquiries and reservations arriving through the site daily.
- **B&B Specialty Contractors** (bbspecialtycontractors.com): designed and built a custom Next.js and TypeScript website with an email-based estimate request path, plus a rate-limited intake form with automated email delivery (Upstash Redis, Resend) held in reserve at the client's preference. The owner reports 17 website-generated jobs as of September 2026, including industrial glass work and local residential projects.
- **Lambert Architectural Lighting** (lambertlighting.com): delivered a 13-page product and specification site in 3 to 4 weeks from strategy to launch, with structured product content, 14 legacy categories retained, WebGL shaders and technical SEO.

SharpEnd Designs

Jan 2026 - Present

Web & SEO Consultant | Contract, ongoing Palisades Lodge retainer

- **Palisades Lodge:** built a custom Mews-connected booking interface (date selection, guest counts, promotional codes) and led local SEO, destination content and Google Business Profile development. In the three months ending August 5, 2026, the profile recorded 8,000+ views and 1,000+ interactions, with reviews growing from zero to 30+ at a 4.7-star average.
- **Bodie Foundation:** migrated ecommerce operations from Ecwid to Shopify with zero merchant downtime, coordinating DNS, SSL validation and four platforms through the operational handoff.
- Served as an embedded web and digital partner across seven client engagements in hospitality, outdoor recreation, nonprofits, fitness and local services, working directly with business owners and SharpEnd leadership on site architecture, technical and local SEO, accessibility, structured data, Google Business Profiles, redirects, content and analytics.

VonClaro

Oct 2023 - Nov 2025

Growth Manager, Organic & Web Performance | Full-time

- Managed organic search and website performance across eight agency client accounts in professional services, industrial robotics, enterprise software, agriculture, fitness, recreation and cannabis compliance SaaS.
- Grew organic sessions 2x and organic leads 43% in six months for a large farm and ranch equipment manufacturer with distribution across the US, Canada and international markets.
- Ran local SEO across 15+ locations for a multi-province fitness club chain, covering on-page optimization, content and images.
- Implemented technical SEO, content strategy and site improvements across WordPress, Shopify and Sanity headless CMS properties, and configured measurement through GA4 and Google Tag Manager.
- Built Python/OpenAI audit and QA workflows that eliminated approximately 25 hours of manual work per month.

Copper CRM

Mar 2023 - Oct 2023

SEO Specialist | Full-time

- Audited and improved 200+ pages across Copper's Craft CMS website, addressing crawlability, metadata, internal linking, page performance and technical SEO.
- Supported content refreshes and organic-search initiatives across a large B2B SaaS website while working within established content, CMS and marketing processes.

Independent

May 2022 - Mar 2023

Digital Marketing Consultant | Freelance

- Delivered project-based SEO, landing-page, analytics and website work for small and midsize businesses.
- Worked across WordPress and Shopify environments, implementing site improvements rather than limiting engagements to recommendations and reporting.

Reynolds and Reynolds

Jan 2020 - May 2022

Customer Support Specialist | Full-time

- Supported business customers using B2B CRM and payroll software, troubleshooting product and workflow issues.
- Built SQL, Excel and VBA reporting workflows to support recurring operational and reporting needs.

Fidget Doctor

Sep 2017 - Apr 2019

Founder & Owner-Operator | Shopify Ecommerce

- Built and ran a Shopify dropshipping store selling fidget spinners and toys while studying marketing, generating approximately \$100K in gross sales.
- Handled the store build and theme customization, product pages, keyword research, on-page SEO, supplier coordination, order fulfillment and customer service.

SELECTED TECHNICAL WORK

SilkTrace | Production SEO Application

[silktrace.app](#)

Multi-tenant SEO application built with Next.js, TypeScript and PostgreSQL (Neon) with Drizzle ORM migrations. Google OAuth sign-in through Neon Auth, tenant-isolated workspaces, credential encryption and usage quotas, DataForSEO API integrations, and Playwright authentication and isolation tests. Deployed on Vercel with Cloudflare and GitHub Actions.

Lead Finder | Internal Prospecting Application

React/TypeScript front end with a Python/FastAPI back end, SQLAlchemy/Alembic and PostgreSQL. Supabase Auth with workspace-scoped access, MapLibre territory mapping, OpenStreetMap business data, contact-data integrations (Hunter, Prospeo) and Anthropic Claude API analysis. Tested with pytest, Vitest and Playwright.

Jardine Studio Platform | Custom CMS & Site Tooling

[jardinestudio.com](#)

Next.js site running on a custom Git-backed JSON/MDX CMS and editor built from scratch, with consent-aware GA4 and Google Ads conversion tracking, IndexNow submission, rate-limited forms and a public PageSpeed Insights audit tool. Tested with Vitest, Playwright and axe-core. Also built Jardine SEO Inspector, a Chrome (Manifest V3) extension for on-page SEO checks.

EDUCATION

Sheridan College | Diploma, Marketing & Advertising Communications

2017 - 2019