William Curtis Blanton

Charleston, SC
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SUMMARY

Charleston-based web developer and former Principal Software Architect with 20+ years building websites from design files and keeping them running after launch. Builds and supports client Shopify sites, and runs two self-owned businesses end to end: site, hosting, domains, DNS and email. Hands-on with HTML, CSS/SCSS, modern JavaScript, PHP and custom WordPress themes, Shopify Liquid and Hydrogen, Figma-to-code builds, GSAP and Framer animation, GA4, Google Tag Manager and conversion tracking, technical SEO/AEO/GEO, Core Web Vitals and WCAG 2.1 AA. Automates with LLMs every day and audits everything they produce.

SELECTED SITES

- **islasuds.com** — Custom Shopify Hydrogen storefront (React, TypeScript, GSAP scroll-driven product storytelling, GA4)
- **kalmiawoods.com** — My own mountain retreat near Lake Jocassee: night falls over the cabin as you scroll, an admin dashboard where family and friends share a calendar and reserve the cabin, and a guest Welcome Book (Astro, Vue, TypeScript, GA4)
- **barrierislandbonsai.com** — My own bonsai company: a specimen-by-specimen gallery and store, an admin dashboard for the trees, and a WebGL Bonsai Studio (Nuxt, Vue, Supabase, GA4)
- **holycity.live** — Live flood, heat, construction and public-safety dashboards for Charleston on NOAA, USGS, FEMA and City/County open data (HTML, CSS, vanilla JavaScript, GA4)

SKILLS

Web & Languages: HTML5, CSS3, SCSS/Sass, JavaScript (ES6+), TypeScript, PHP, responsive/adaptive design, Python

CMS & Platforms: WordPress (custom PHP themes), Shopify (Liquid themes, Hydrogen), Astro, Nuxt, Vue, React, Next.js

Analytics & SEO: GA4, Google Tag Manager, Google Search Console, Umami, Datadog, conversion tracking, metadata, schema markup (JSON-LD), sitemaps and canonical URLs, Core Web Vitals, Lighthouse performance budgets, automated daily and weekly reporting

Animation & Interaction: GSAP, Framer, Three.js, Lottie, SVG, scroll-driven animation, reduced-motion support by default

Domains, DNS, Hosting & Email: domain and DNS management, email records (MX, SPF, DKIM, DMARC), self-hosted mail (Stalwart), AWS Route 53, CloudFront, S3

Accessibility & Testing: WCAG 2.1 AA, axe-core, Playwright cross-browser and cross-device testing, Vitest

Integrations: Stripe, Shopify Storefront API, Supabase, Zapier, REST APIs, Node.js

Design & Workflow: Figma, Adobe Photoshop and Illustrator, Git/GitHub, GitHub Actions, LLM-automated launch and release checklists

EXPERIENCE

Independent Web Developer & Consultant — Charleston, SC Aug 2025 – Present

- Build, launch and maintain client sites (Isla Suds) as the owners' single technical contact, plus my own Kalmia Woods and Barrier Island Bonsai, covering the build, hosting, domains and DNS, content updates and production support.
- Started Isla Suds on a Shopify Liquid theme. When Liquid couldn't deliver the scroll-driven product storytelling or acceptable Lighthouse scores, rebuilt it as a custom Shopify Hydrogen storefront in React and TypeScript with GSAP motion.
- Prototyped the Kalmia Woods admin reservation portal in Figma before building it.
- Integrated third-party APIs: a Supabase back end for Barrier Island Bonsai, and NOAA, USGS and FEMA data feeds for Holy City Live.
- Host email for my own Kalmia Woods and Barrier Island Bonsai on a self-hosted Stalwart mail server, managing their MX, SPF, DKIM and DMARC records.
- Set up and support Shopify stores for two non-technical artists who sell their work in monthly drops.

- Built an Astro/TypeScript portfolio with GSAP and Three.js motion, held to Lighthouse budgets (Performance 90+, Accessibility 95+, SEO 95+) and WCAG 2.1 AA, and tested with Playwright across desktop Chrome, Firefox, Android and iPad Safari plus axe-core accessibility checks.
- Use multiple AI coding tools daily with custom skills and automated checks (unit, end-to-end and accessibility tests, lint and typecheck hooks, dependency updates, security monitoring), and review and test their output before every merge.

Lasso — Senior Software Developer Dec 2023 – Jul 2025

- Migrated a legacy Vue 2.7 codebase to Vue 3 with the Composition API and TypeScript.
- Standardized code formatting, linting and type checking across the codebase.
- Built a design system and component library kept in two-way sync with Figma.

Seamless.AI — Principal Software Architect Apr 2018 – Feb 2023

- Built the React web app for a B2B sales-intelligence platform from design-team Figma hand-offs, and owned its front-end architecture.
- Integrated Stripe subscription billing with tiered plans that controlled each user's feature access.
- Connected ClickFunnels marketing campaigns to Google Tag Manager for conversion tracking, and tracked in-app feature usage and adoption to rank upcoming feature work.
- Ran production hosting and delivery on AWS (Route 53 DNS, CloudFront CDN, S3, EC2, Elastic Beanstalk, Cognito, IAM), provisioned through CloudFormation and monitored in CloudWatch.
- Architected data ingestion from a browser extension into an S3 data lake handling 100GB+ per day, using web workers for parallel processing so results displayed in near real time.
- Built Zapier integrations that moved data between the app and customers' external systems.

Questis — Senior Software Engineer Feb 2015 – Apr 2018

- Architected the company's production fintech web app to meet financial-industry security and compliance requirements.
- Designed a multi-tenant architecture with separate data storage and user management for each customer.
- Built internal tools that let Questis financial advisors work with the app and its users.

SPARC — Front-end Developer and Designer Feb 2013 – Feb 2015

- Designed the brand identity and style guide for an in-house employee recognition platform.
- Created wireframes, high-fidelity designs and hand-off spec sheets in Adobe Creative Suite.
- Built the front-end design system from scratch, including reusable components and a responsive layout.

PeopleMatter — Interface Engineer Nov 2009 – Feb 2013

- Front-end engineer on the flagship SaaS hiring platform, from applicant through onboarding to managed employee, in a large multi-team codebase.
- Implemented the JavaScript framework for front-end reactivity and state management.

Zestra Laboratories — Director, IT Solutions Jun 2002 – Jul 2008

- Ran the company website, e-commerce, order management and fulfillment, and internal systems for a consumer-products company.
- Ran analytics and conversion tracking on the marketing site for SEO and paid ad campaigns.
- Managed the company's domains and DNS and ran its self-hosted mail server.
- Built the internal network and managed IT infrastructure, shipping and logistics operations, and the telephone system.

Vibrance Associates, LLC — Web Developer and IT Manager Feb 2003 – Aug 2006

- Maintained a network of health websites and a visitor portal for Drs. Jennifer and Laura Berman, serving the audience driven by their Discovery Health show.
- Developed and maintained custom WordPress themes in PHP; monitored traffic and engagement and handled SEO.
- Published transcripts of their TV episodes on the website.
- Managed DNS and a self-hosted mail server.

LANGUAGES

English (native) · Spanish (intermediate)