

Alec Reimel  
Senior Web Developer  
Portfolio: <https://alecreimel.com/>

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## Skillset

- **Roles:** Senior Developer, Frontend Web Developer, React Developer, Web Designer
  - **Main languages and frameworks:** React, Next.js, Astro.js, Typescript
  - **Baseline Skills:** HTML5, CSS3, Javascript, Responsive Design, PHP, SQL
  - **Advanced Skills:** AI Chatbot Development, Agentic AI, Prompt Engineering, Local AI, Virtual Reality, Augmented Reality, Web VR, Smart Devices, Server & Hardware Building
  - **Developer-adjacent skills:** Google Analytics, Google Tag Manager, SEO, SEM, Tracking & Analytics, Accessibility, ADA Compliance, Graphic Design, Image Editing
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## Notable Past Clients

Guinness, Captain Morgan, Smirnoff, Bulleit, Casamigos, Diageo, Bristol Myers Squibb, Merck, Johnson & Johnson, Brother Printers, Werther's Caramels, Rutgers University, Rutgers Cancer Institute, NJM Insurance, Pinnacle Federal Credit Union, Real ID NJ

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## Experience

### Latest

- **Senior Developer:** The Grovery, LLC - October 2022 to August 2025
  - Main Technologies: React, Next.js, Astro.js, Tailwind CSS, Figma
  - Tech lead on repeatable, resellable projects:
    - **Company Knowledgebase:** web app for training and everyday employee reference, with agentic AI chatbot assistant capable of using ChatGPT, Google Gemini, Claude AI, and custom Ollama models.
    - **Kiosk Experience:** Informational experience for live in-person events and tradeshow, for use on tablets and large-format touch displays. Touch-centric, animation heavy, highly interactive.
    - **Tracking & Analytics Program:** User behavior tracking code for getting detailed results on marketing campaign effectiveness and user acquisition.
  - **AI Research & Development:** led effort to develop cutting-edge AI tools and apps, including AI chatbots, AI agents, content generation, image generation, voice generation, custom AI model training, and security-compliant local AI.

### Previous

- **React Developer:** Thorium Digital, LLC - November 2020 to October 2022
  - Main Technologies: Node, React, Next.JS, HTML5, CSS3, JS, jQuery, Photoshop, Google Analytics, Bootstrap, Tailwind CSS.
  - Created and maintained an easy to use website template for a commonly requested microsite, turning a difficult month-long job into a task that took a total

of only a few days that any dev could take on.

- Onboarded and mentored less experienced devs, provided support for more complicated tasks. Provided graphic design and Photoshop support.
- Maintained a number of major brand websites to keep them up to date with required corporate standards.

- **Lead Frontend Web Developer:** Oxford Communications - June 2016 to July 2020

- Main Technologies: HTML5, CSS3, JS, jQuery, PHP, CakePHP, Photoshop, Google Tag Manager, Google Analytics, Bootstrap.
- Drove frontend development within the agency, creating lead-centric, scalable, and responsive sites, ranging from quickly implemented microsites for campaigns, to total site rebrands. Clients typically include Fortune 500 companies, multi-state franchises, national brands, and government agencies.
- Took on the majority of frontend work, created a lightweight, highly usable frontend framework that addressed my department's needs, revamped the tracking and analytics code, pushed for more use of SEO and social integration, and introduced ADA compliance/accessibility concepts. Additionally, I would build most of my work with extensive comments and documentation, for the benefit of other devs.
- Usually the primary developer to work with other departments, utilizing my skills beyond just standard frontend work. I would frequently both learn from other coworkers and teach new concepts to others, in order to realize more complex concepts.
  - Worked closely with the Creative/Art department to realize website designs, create better UX, and create seamless responsive designs. I also introduced SVG animations and set up standardized code and methods for our departments to create animated/interactive SVG elements.
  - Worked with the Digital Advertising and Social departments to set up campaigns, understand user behavior, and act as a subject matter expert (SME) when dealing with vendors and clients.
  - I would frequently act as a subject matter expert (SME) for account managers, being brought in on client meetings and calls to explain website concepts in a client-friendly way.

- **Recruiting Intern, Social Intern, Web Design Intern:** Kane Partners, LLC. - June 2015 to June 2016

- Handled web development and design roles for a client base of 10-12 businesses at any given time, including the company's site.
- Worked remotely throughout senior year of college, collaborating via email, chat, and Skype.
- Sourced candidates for junior, senior, and VP level technology positions, handled calls to the office, and assisted in troubleshooting IT issues around the office.

- **Laborer, IT Consultant:** Frank V. Radomski & Sons, Inc. - May 2014 to Sept. 2014

- Worked as a construction laborer over the summer, while providing occasional IT

support for temporary field offices at several job sites.

- **Secure Document Handler, IT Consultant:** Centennial Blueprint - July 2012 to Aug. 2013
  - Scanned and organized large batches of sensitive documents for government and private contracts, on and off site.
  - IT duties included building and running ethernet cable, troubleshooting company computers, and troubleshooting the legacy DOS server which made up the backbone of the business.

## **Education**

- **Syracuse University, School of Information Studies, Class of 2016**
  - Bachelor's Degree in Information Technology and Management, which balanced technology and manager roles. I focused on Web Design and Information Security over the course of my degree.
- **La Salle College High School, Class of 2012** - Chalfont, PA
  - Earned 2 MSCP Microsoft Certifications before graduating.