Joel Southall | Springfield, OR | joel.max.southall@gmail.com

Portfolio: greatlynxdesigns.com/portfolio | LinkedIn: linkedin.com/in/joelmaxsouthall | GitHub:
github.com/Vexmage

Professional Summary

Multi-skilled web developer and digital creator with a background in front-end development, journalism, graphic design, and database management. Recently graduated with an AAS in Software Development from Lane Community College, I bring a unique blend of technical expertise in WordPress, responsive design, and custom integrations, along with experience in content creation and visual design. Skilled in HTML, CSS, JavaScript, and database management principles, I have a proven ability to develop engaging websites and applications that enhance user experience and align with brand storytelling. Passionate about empowering users and contributing to projects that merge technology with compelling narratives.

Education

AAS in Software Development
Lane Community College, Springfield, OR | June 2024
Relevant Coursework: Full-Stack Web Development, Systems Analysis, Software Development Lifecycle, Front-End Development with React

CPC in Database Specialist
Lane Community College, Springfield, OR | June 2024
Skills Learned: Data management principles, SQL queries, database structures

Certificate in Web Design Media Arts
Lane Community College, Springfield, OR | June 2022
Skills Learned: Visual design, responsive web layouts, user experience principles

Certificate in Front-End Web Development
Lane Community College, Springfield, OR | June 2023
Skills Learned: HTML, CSS, JavaScript, and responsive interface development with React

MA in Philosophy
University of Oregon, Eugene, OR | June 2015
Skills Learned: Critical thinking and structured analysis

Professional Experience

Software Development Intern
Native Teaching Aids | Remote | April 2024 - June 2024

- Developed a **React Native mobile application** focused on Indigenous language learning, supporting educational initiatives.
- Designed an intuitive interface with interactive features, collaborating with project managers to align with user needs and goals.

Freelance Web and Graphic Designer
Remote | 2022 - Present

- Developed custom websites and branding materials for small businesses, with a focus on **user experience**, **responsive design**, and **SEO**.
- Created logos, banners, and digital graphics using **Adobe Photoshop, Illustrator,** and **Gimp** to meet diverse client needs.
- Collaborated with clients to ensure alignment with branding and business goals, delivering websites on **WordPress** for easy client management.

Web Design Intern
Brent & Jo Studio | Remote | June 2022 - July 2022

- Designed and developed custom Squarespace websites for small businesses, focusing on user experience, brand identity, and SEO optimization.
- Collaborated with the lead designer to ensure the final product met usability and branding objectives.

Freelance Journalist
Corvallis Independent and Corvallis Advocate | Corvallis, OR | 2012 - 2016

- Wrote articles on local arts and culture, developing storytelling, interviewing, and research skills that contribute to clear and engaging documentation in technical roles.

Volunteer Experience

Native American Student Association - Volunteer Coordinator
Lane Community College, Springfield, OR | June 2021 – June 2024

- Supported event coordination and organizational activities for three consecutive years, including outreach and engagement efforts
- Collaborated with faculty and staff to support community-driven initiatives and increase awareness of Indigenous issues on campus

Projects

Let's Move Fitness Studio Web Application

- Developed a full-stack web application using **C# and ASP.NET Core MVC** for class scheduling, user registration, and payment processing.
- Integrated **MySQL** for database management and built a responsive interface using **HTML, CSS, and Bootstrap**.
- Employed **nUnit** testing for code reliability, contributing to quality assurance and error reduction.

NAACM - Native American Arts & Crafts Market
Collaborative Project | Summer 2023

- Designed a multi-page website with HTML, CSS, JavaScript, and Bootstrap for the Native American Arts & Crafts Market.
- Implemented interactive features like image galleries and a responsive carousel, improving user engagement and site performance.

TribeFinder Web & Mobile Applications
Community College Project | Fall 2023 & Winter 2024

- Created a web application to help users locate nearby Native American Tribal offices, leveraging the Google Maps API and React for responsive design.
- Developed a mobile version using React Native, ensuring cross-platform compatibility and seamless user experience.

Technical Proficiency

- **Backend**: Proficient in backend development with C# and JavaScript, including API integration and database management
- **Frontend**: Skilled in responsive design and dynamic user interfaces using React
- **Cloud and Deployment**: Familiar with Firebase for app backend support, exploring AWS and Google Cloud
- **Documentation**: Experience in creating technical documentation for clear, maintainable code and user guides

References at request