

Joel Southall

Web & Software Developer · Designer · Technologist · Storyteller

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Portfolio: greatlynxdesigns.com · GitHub: github.com/Vexmage

Professional Summary

Creative full-stack developer, designer, and storyteller with a strong foundation in .NET and front-end technologies. I specialize in building culturally grounded, user-focused tools for small businesses, nonprofits, and public sector organizations. Skilled in ASP.NET Core, React, WordPress, Firebase, and UX/UI design. My background in philosophy, journalism, and Indigenous community work informs a human-centered approach to software development and digital storytelling.

Technical Skills

Backend / Full Stack:

- C#, ASP.NET Core MVC, Web API, Razor Pages, Blazor Server/WASM
- EF Core, ADO.NET, Identity, SignalR
- SQL, MySQL, SQLite, Firebase, MongoDB, MariaDB

Frontend / UX:

- JavaScript, React, React Native, HTML/CSS, Bootstrap, Next.js
- WordPress (custom themes & site builds), Squarespace
- UI/UX Design, Accessibility, Information Architecture
- Adobe Photoshop & Illustrator, Canva, Inkscape, GIMP

Dev Practices & Tools:

- Git / GitHub, REST APIs, Agile Workflows, Technical Documentation
- Testing: xUnit, NUnit
- CMS Customization, SEO, Copywriting, Copyediting

Creative Tech / Other:

- Adobe Animate, CreateJS, TweenJS
 - Unity (basic), Godot (basic)
 - Email Marketing (Mailchimp, Constant Contact), Visual Branding
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Education

Lane Community College — AAS in Software Development

Springfield, OR · 2024 · GPA: 4.1

- Emphasis: full-stack web development, database systems, software lifecycle

Certificates — Lane Community College

- *CPC in Database Specialist (2024)*
- *Front-End Web Development (2023)*
- *1-Yr Certificate in Web Design / Media Arts (2022)*

University of Oregon — MA in Philosophy

Eugene, OR · 2015

- Graduate teaching fellow, led discussions and evaluated student work
- Studied inclusive pedagogy and philosophical approaches to knowledge systems

Oregon State University — BA in Philosophy

Corvallis, OR · Graduated with honors

Professional Experience

Freelance Developer & Designer — Great Lynx Designs

Remote · 2019–Present

- Delivered websites, UX, and brand work for clients like ColorBliss and NAACM
- Built WordPress and Squarespace sites tailored to small business workflows
- Created logos, custom graphics, and visual branding for clients

Volunteer Organizer – EugDotNet (.NET Meetup)

Eugene, OR · 2024–Present

- Relaunched local .NET group with regular events and speaker demos
- Built Blazor-powered community site with calendar and CMS-lite backend

Software Development Intern – Native Teaching Aids

Remote · Spring 2024

- Created a React Native mobile app to teach Blackfoot words
- Designed interactive, animated learning modules with CreateJS

Squarespace Developer Intern – Brent & Jo Studio

Eugene, OR · Summer 2022

- Customized client-facing templates and improved site usability
- Enhanced mobile responsiveness and visual cohesion

Board Member & Visual Designer – LCC Native American Student Association

Lane Community College · 2021–2024

- Designed yearly pow-wow posters, flyers, and t-shirts
- Supported cultural programming through tech, leadership, and design

Freelance Narrative Designer & Cultural Consultant

2018–Present

- Authored content for *Pathfinder 2e NPC Core*, *Starfinder Bounty #9* (Paizo)
- Provided cultural review on Ojibwe-inspired monster design
- Contributed narrative content to *When Rivers Were Trails* (IndieCade 2019 Game of the Year)

Co-Founder & Narrative Director – MindFire Games

Remote · 2016–Present

- Led lore/worldbuilding for *Violentia* (sci-fi Metroidvania) and *Novus Retro* (RTS/FPS hybrid)
- Collaborated with designers and artists on faction, story, and setting development

Journalist & Editor – Corvallis Independent & Advocate

Corvallis, OR · 2012–2016

- Wrote and edited stories on culture, education, and nightlife
- Developed strong communication and public storytelling skills

Selected Projects

♦ **Let's Move – Fitness Studio Web App**

ASP.NET Core MVC, MySQL, Braintree

- Full-stack site with class scheduling, payments, admin tools
- Secure login system and mobile-friendly layout

♦ **TribeFinder (React Version)**

React, GeoJSON, Google Maps API

- Maps nearby tribal offices using open government data

- Optimized UI for clarity and performance

♦ **TribeFinder (Original JavaScript Version)**

JavaScript, HTML, CSS

- Course final project showing custom geolocation logic
- Early demonstration of mapping and UI skills

♦ **Hop with Waabooz – Ojibwe Word of the Day**

React + Firebase

- Language learning tool for kids with calendar view
- Includes custom mascot design (Waabooz the rabbit)

♦ **NAACM Market Site**

HTML, CSS, Bootstrap

- Event site with vendor cards, carousel, and Google Maps integration
- Includes mock CMS functionality and responsive UI

♦ **EugDotNet Community Site**

Blazor + SQLite

- Event calendar, community news, and future CMS expansion
- Real-world project used by local developers and speakers

♦ **ColorBliss WordPress Site**

WordPress, Custom Theme + SEO

- Built for a color consultancy, with a clean layout and client-editable content

♦ **Blackfoot Word App (Mobile)**

React Native + Firebase

- App for Indigenous language learning with smooth UI

♦ **Animated Learning Modules**

Adobe Animate, CreateJS

- Interactive youth-focused language learning modules

♦ **Musician Portfolio (In Progress)**

Next.js + React

- Dynamic artist portfolio with media routing and mobile optimization
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Marketing Design Work

GreatLynx Dispatch – Summer 2025 Newsletter (Mock)

Mailchimp + Canva

- Newsletter featuring project highlights, UX tips, and CTAs
- Used as a mock campaign to demonstrate brand communication

EugDotNet Community Newsletter (Mock)

Constant Contact + Canva

- Event email promoting Blazor + AI demo with custom graphics
 - Includes RSVP CTA, community links, and spotlight features
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Community Engagement

- Volunteer, LCC Native American Student Association
- Enrolled member, Chippewas of Rama First Nation (Ojibwe)
- Advocate for equity in tech, Indigenous visibility, and digital inclusion