

James Grey

Frontend Engineer / UI Engineer

Nampa, ID (Boise area) · Open to Remote · (208) 515-9596 · greycreative@pm.me · smokemeakipper.xyz · linkedin.com/in/grey-creative

Profile

Frontend Engineer / UI Engineer who designs and builds production web systems across the line between design and engineering. 15+ years building for the web, from hand-coded sites and WordPress templates to self-hosted platforms with custom data pipelines, authenticated media streaming, and API-backed interfaces.

My strongest work sits where the interface, data model, infrastructure, and user path meet: turning loose product requirements into UI systems that ship, hold up in production, and remain maintainable. A fit for UI Engineer, Frontend Engineer, and Frontend Developer roles built around real product UI, API-backed interfaces, internal tools, and improving production systems rather than rebuilding everything from scratch.

Core Skills

Frontend / UI: HTML, CSS, vanilla JavaScript, responsive UI, component-based interfaces, design systems, UI architecture, accessibility-aware layout, client-side state, frontend QA

Systems / Data: JSON-backed interfaces, data modeling, Markdown-to-JSON pipelines, REST / API integration, Shopify Storefront API, client-side filtering, server-side caching, atomic data writes, sitemap & index generation

Backend: PHP & PHP templating, Python (build tooling / CLIs), session authentication, HTTP range streaming, protected asset delivery

Delivery / Infrastructure: Linux server administration, Caddy, PHP-FPM, Cloudflare, DNS, Git, SSH, systemd, Syncthing-based deployment, hardened access (UFW, WireGuard), production maintenance

Product / Workflow: Product UI, internal tools, admin surfaces, dashboards, forms, tables, modals, content platforms, high-volume campaign systems, design-to-build handoff, technical documentation

Selected Projects

Self-Hosted Media Platform

Personal Project · Jan 2026 – Present

- Built a self-hosted media archive and streaming platform on PHP, vanilla JavaScript, JSON, Caddy, and Linux, with no CMS, database, or third-party media stack.
- Designed a filesystem-as-truth architecture: availability is decided by files on disk, structured JSON drives the UI, and a single ingest process is the only catalog writer (pulling OMDb metadata, caching artwork).
- Built two browsing modes from the same data: metadata-rich cards for films and shows, and a recursive tree browser that mirrors arbitrary directory depth for collection-based audio.
- Built a custom audio/video player with HTTP range streaming for seeking, resume-from-position memory, server-rendered play history, and per-series intro/outro skipping.
- Implemented session-based authentication at the Caddy and PHP layer, protecting every page, JSON index, poster, and raw media file.

KXTX Content & Commerce Platform

Personal Project · Sep 2025 – Present

- Designed and built a custom publishing and commerce platform spanning editorial, serialized fiction, and a Shopify-backed shop, each with its own data flow and visual identity.
- Built a Markdown → JSON → UI pipeline driven by a Python CLI that scans content, rebuilds indexes, generates PHP page stubs, and updates the sitemap in one pass.
- Integrated the Shopify Storefront API with server-side caching and Markdown-driven editorial content on product pages, with a per-page loader that ships only the JavaScript each page needs.
- Built a hub-and-destination content model: index pages stay neutral while each individual work carries its own typography, color, and reader treatment.

Embodied AI Agent Runtime

Personal Project · 2026 – Present

- Built an experimental AI agent runtime that gives a model-driven character persistent presence in a live multiplayer game environment: login, movement, recovery, dialogue, and session continuity.
- Designed a Python sidecar architecture that separates deterministic, rule-based behavior from model-driven language output.

- Built a memory pipeline using human-readable Markdown session summaries and tiered context assembly (last-session, recent, long-term) for continuity across sessions.
-

Professional Experience

Site Administrator

OEG, Inc. · Boise, ID · May 2026 – Present

- Coordinate construction-site operations across field crews, office staff, project managers, and dispatch, covering onboarding, documentation, reporting, scheduling, and day-to-day IT support.

UI Designer

Integrity XD · Remote · 2024

- Designed responsive UI systems and modular page structures for client-facing website rebuilds, improving navigation, content hierarchy, and core user flows, with reusable components documented for handoff.

Principal UI Designer

SubHQ · Remote · 2022 – 2023

- Designed and documented the full product UI system for a subcontractor management platform covering bidding, scheduling, documentation, assets, and handoff workflows.
- Built reusable interface patterns for dense workflow screens: tables, forms, modals, navigation, drag-and-drop, and admin states.
- Produced interactive prototypes to validate product direction, and partnered with product leadership to separate core requirements from scope creep.

Digital Designer

PureRed (Spectrum / Charter account) · Remote · 2021 – 2022

- Designed promotional and product landing pages inside a strict enterprise brand and compliance system.
- Built reusable layout modules and templates for repeatable high-volume campaign launches, with production-ready redlines for development teams.

Creative Director

Huckabuy · Remote · 2020 – 2021

- Improved UI across marketing and product-adjacent surfaces for a B2B SaaS (technical SEO) platform.
- Built style-guide foundations for brand, web, and campaign consistency, and designed conversion-focused page iterations and launch materials.

Creative Developer

Accretive Technology Group · Seattle, WA · 2010 – 2019

- Built and iterated frontend campaign systems across 2,000+ white-label properties under heavy production traffic.
- Designed join-funnel templates, landing pages, and conversion surfaces, and created sandbox testing workflows to compare new UI concepts before production rollout.
- Increased conversions 40% on a top-performing desktop template and 23% on a top mobile concept; partnered with engineering and operations to ship winning variants.

Product Designer

Strategic Observation Systems · Boise, ID · 2009 – 2010

- Designed the primary web-application UI and case-management workflows for a GPS monitoring platform used in regulated government environments.

Web Designer

Key Design Websites · Boise, ID · 2007 – 2009

- Delivered full-cycle small-business website builds, hand-coding HTML and WordPress templates from design through launch and ongoing maintenance.

Education & Certification

Cyber Security Certificate

TryHackMe · Oct 2025 – Jan 2026

- Hands-on web security, authentication, and system hardening, applied in the auth and protected-delivery design of the self-hosted projects above.