

Matt Whitcomb

Web Developer & Digital Consultant

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Summary

Web developer and digital consultant with experience building and maintaining websites for nonprofit and mission-driven organizations. Proficient in CMS platforms including ExpressionEngine, WordPress, Wix Editor X, Webflow, and Shopify, with core strengths in HTML/CSS front-end development, CMS implementation, and accessibility-first (WCAG) design. AI-assisted workflows (Claude, ChatGPT, Gemini, GitHub Copilot) support strategic planning and project organization, creative and content development, and code refinement and testing. Background also includes hands-on experience across small businesses, from freelance web development work to founding and operating an independent e-commerce venture, including domain/DNS management, business formation, and licensing, providing a practical, client-focused perspective on small-business needs and constraints. Focused on translating complex problems into actionable solutions, optimizing team workflows, and delivering engaging user experiences through innovative web solutions.

Experience

Founder & Web Developer | *Self-Employed, E-Commerce Venture (Remote)*

Jun 2025 - Present

Founded and currently operate a curated resale and made-to-order e-commerce business.

- Built and customized a Shopify storefront using Liquid, custom filtering and taxonomy architecture, and metafield-driven product data structures.
- Led performance and accessibility optimization work, including Lighthouse auditing, image compression workflows, color-contrast testing, and WCAG-compliant mobile tap-target sizing via custom Liquid edits.
- Manage multi-platform sales operations across Shopify, eBay, and Poshmark, including platform-specific pricing strategy, cross-listing workflows, shipping/fulfillment integration, and domain/DNS management (Namecheap).
- Completed a Washington State ESD-funded entrepreneurship program (SEAP) covering business operations, marketing strategy, tax compliance, and growth planning.
- Established core business infrastructure independently, including registered agent and privacy protection, licensing, and tax registration, informing hands-on website audits that go beyond automated "SEO report" bots.
- Apply hands-on graphic design skills using Affinity for brand identity, product photography, retouching, and marketing materials.

Web Developer and Consultant | *NetRaising (Remote)*

Mar 2024 - Jun 2025

- Built and launched responsive websites and landing pages in ExpressionEngine CMS for nonprofit clients, combining CMS templating (tags, conditional logic, custom fields) with front-end development (HTML, CSS, JavaScript), MachForm integration, and database/API integrations supporting content and data management.
- Provided ongoing webmaster support and site administration for nonprofit client websites, including content updates, maintenance, technical troubleshooting, cPanel-based hosting management, and domain configuration.
- Conducted quality assurance and accessibility reviews while solving complex design and technical challenges, prioritizing accessibility (WCAG standards), SEO, and performance optimization, consistently achieving high scores using Lighthouse and color-contrast testing.
- Collaborated with designers and stakeholders to produce mobile, tablet, and desktop-ready websites; provided one-on-one client training and support to ensure a smooth handoff and ongoing site management.

Website & Technology Manager | *Seaside Sustainability (Remote)*

Jan 2023 - Jul 2023

- Led a Web & Tech team of 5-8 for a large, globally remote nonprofit organization while serving across multiple functions, including Department Manager, Scrum Master, Product Owner, Front-end Web Developer, Project Manager, and liaison between departments.
- Overhauled and restructured the Web & Tech department following approximately six months without dedicated leadership, implementing Agile, Scrum, and Kanban to establish organized workflows and a consistent delivery cadence.
- Guided and mentored interns in responsive web design best practices and effective use of project tools.
- Collaborated with stakeholders to perform heuristic evaluations, identify user needs and pain points, and implement targeted, custom-designed solutions.
- Coached and trained cross-functional teams, including HR, on Agile and Kanban workflows in Airtable, extending process improvements beyond the Web & Tech department.
- Rapidly acquired proficiency across a diverse toolset, including Trello, Wix Editor X, Zapier, Google Workspace, Miro, Figma, Canva, MailerLite (email marketing), Little Green Light, and Airtable.

Additional Professional Experience

Automotive Technician, Vehicle Safety Inspector & Inventory Operations | California & Washington | 2001 - 2020

Held a range of distinct roles across automotive service and inventory operations, including Automotive Technician positions across specialty and general shops (import/exotic vehicle service, Subaru dyno and performance tuning, everyday maintenance and repair, and RV service), Head Vehicle Safety Inspector (KNA Solutions, contracted to Lyft's Seattle facility), and Inventory Department Lead (Centric Parts). Balanced full-time work with college coursework, ASE certifications, and industry training, sometimes holding multiple roles simultaneously. Earlier roles in retail and customer service, along with years spent in small, independently owned repair shops,

further developed communication and client-relations skills that complemented later technical and operational work. Following pandemic-era disruption and the end of the KNA Solutions contract placement, completed a Washington State ESD-supported worker retraining program, leading to formal web development education at Edmonds College and a transition into web development and consulting.

Automotive and inventory responsibilities included:

- Performed advanced diagnostics on mechanical and electrical systems using wiring schematics, structured testing methods, drivability diagnostics, oscilloscope waveform analysis, and module programming, a specialization built across specialty and general repair shops.
- Managed shop operations as a service writer and technician, including parts management, and explained complex technical issues to clients in accessible terms.
- Led vehicle safety inspection teams at KNA Solutions, ensuring compliance with city and state regulations, while training and mentoring junior technicians.
- Founded and led a new caliper inventory department at Centric Parts, distinct from the existing general small-parts inventory operation, directing multi-million-dollar inventory and leading a team of 6-8. Certified on multiple material-handling equipment types, including forklift (Drexel) and electric pallet jack, and used Excel for inventory tracking and reporting.
- Tackled complex technical challenges, including high-performance vehicles, custom modifications, and specialized mechanical systems.

Education

Washington State University (WSU), Global Campus (Online) | 2024 - Present | GPA 4.0

Bachelor of Science (B.S.) in Psychology, in progress (part-time)

Edmonds College | 2021 - 2022 | GPA 3.85, Academic Honors

Computer Information Systems, completed via a Washington State ESD-supported worker retraining program

- Web Application & Cloud Developer Associate of Technical Arts Degree
- Web Development, Web Application Developer, Systems Development, and Database Certificates of Completion

De Anza College | 2012 - 2013

Automotive Technology, continuing education for industry certifications while working in the field

San Jose City College | 2002 - 2007

Multimedia Digital Arts and Web Design

- Multimedia Digital Arts Associate in Science Degree
- Certificates of Competency, Specialization, & Achievement in Multimedia Digital Arts

Certifications

- Certified Scrum Master (CSM), Scrum Alliance
- Certified Scrum Product Owner (CSPO), Scrum Alliance
- Microsoft MTA: Introduction to Programming Using HTML & CSS (2022)
- ASE Certifications: C1, G1, A1, A4, A5, A6, A7, A8

Certificates

- Washington State ESD SEAP Entrepreneurship Program (self-funded business/tax/growth strategy training)
- Codecademy: Learn CSS, Learn User Research (Generative), Code Foundations Skill Path, Learn How to Code, Introduction to UX/UI Design, Learn Bootstrap
- Coursera: Agile with Atlassian Jira (Atlassian University); Create a No-Code Responsive Website with Webflow

Professional Skills

Analytical Reasoning · Problem Solving · Communication · Conflict Resolution · Leadership · Client Relations · Cross-Functional Collaboration · Facilitation and Coaching · Team Management · Training and Development · Process Improvement · Scrum Framework · Agile Principles · Backlog Management · Project Scheduling · Strategic Planning · Resource Allocation · Iterative Design Thinking

Technical Skills

Core (Hands-On, Daily Use): HTML, CSS, ExpressionEngine, Joomla!, Wix Editor X, Webflow, Shopify (Liquid), YAML CSS Framework, Bootstrap, Domain & DNS Management (Namecheap), cPanel, SEO

Working Knowledge (Coursework / On-the-Job / AI-Assisted): JavaScript, jQuery, SQL, PHP, MySQL/RDBMS, WordPress, Google Analytics

Accessibility: WCAG / Web Accessibility Standards, Lighthouse auditing, color-contrast testing, mobile tap-target compliance

AI-Assisted Workflows: Claude, ChatGPT, Gemini, GitHub Copilot (VS Code): strategic planning and organization, content and asset creation, code refinement and testing, and multi-model cross-verification prior to manual review

Design & Creative: Affinity, Adobe Photoshop, Illustrator, InDesign, Canva, Figma

Business & Entrepreneurship: LLC formation & operations, e-commerce platform management, multi-channel sales strategy, tax compliance

Agile & Project Management: Jira, Trello, Miro, Zoom, Google Workspace

Other Tools: AWS / Cloud Computing, Visual Studio Code, Sublime Text, Notepad++, Premiere Pro, Final Cut Pro, Little Green Light, Zapier, MachForm, Microsoft Word/Excel/Access/PowerPoint/Teams