Christopher Donley

Technology Director | Orlando, FL | christhetechguy.com

Professional Summary

Senior technology director and lead designer with 16+ years of experience turning business goals into high-performing digital platforms. At Eyenamic Designs, LLC, directs enterprise CMS builds, cloud and hosting infrastructure, and AI-driven workflow automation for healthcare, finance, retail, education, and philanthropic clients — sustaining a 95% client retention rate. Pairs 19+ years of Adobe Creative Cloud mastery and a decade of deadline-critical creative production at UCF's flagship arena with hands-on Linux, database, and DevOps depth. Known for translating executive priorities into technical roadmaps, leading Agile teams, and shipping work that measurably lifts performance and conversion.

95% client retention · **20–30** production sites under management · **12+ yrs** Agile/Scrum leadership · **19+ yrs** Adobe Creative Cloud

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Core Competencies

- **Leadership & Strategy:** Digital Transformation · Technology Roadmapping · Executive Stakeholder Management · Team Leadership & Mentoring · Vendor & Budget Management · Technical Consulting & Pre-Sales · Client Retention
- **Architecture & Engineering:** Solution Architecture · Enterprise CMS · Full-Stack Web Development · API Integration · Cloud & Hosting Infrastructure · Performance Optimization · Technical SEO & Structured Data
- **Design & Experience:** UX/UI Design · Design Systems · Brand Identity · Mobile-First & Responsive Design · Accessibility (WCAG 2.2) · Conversion Rate Optimization · Motion & Multimedia
- **Delivery & Automation:** Agile/Scrum · Technical Discovery · QA Testing & UAT · SDLC Governance · AI & LLM Workflow Automation · Analytics & Reporting (GA4)

Professional Experience

Lead Designer & Senior Executive Project Director

Eyenamic Designs, LLC | Central Florida | 2013 – Present
Digital design, development, and technology consultancy serving healthcare, finance, retail, education, and philanthropic organizations.

- **Digital transformation leadership:** Direct end-to-end transformation engagements for enterprise clients — from technical discovery and solution architecture through launch and ongoing support — leading cross-functional teams of up to 10 and securing millions of dollars in new business through technical consulting.

- **Enterprise CMS architecture:** Architected and deployed scalable CMS platforms (WordPress, Drupal, Webflow) across healthcare, finance, and retail, maintaining a 95% client retention rate and multi-year maintenance agreements.
- **Infrastructure & migration:** Manage a portfolio of 20–30 production WordPress sites; planned and executed the migration of ~20 client sites from SiteGround to Hostinger managed hosting, including DNS zone cutover and coordination with Microsoft 365 and Google Workspace mail environments.
- **AI & workflow automation:** Architected an AI-assisted agency operations platform — self-hosted n8n integrated with LLM coding agents (Claude Code), Google Workspace, QuickBooks Online, and WordPress — designed to automate lead follow-up, client reporting, content production, and internal operations.
- **Analytics & reporting:** Designed an automated GA4 reporting engine (n8n + Google Analytics Data API) with a no-code control panel, giving non-technical stakeholders self-serve, client-ready performance reports.
- **Standards & design systems:** Established cross-departmental development standards and mobile-first strategies, including a config-driven WordPress child theme with LocalBusiness schema, reusable shortcodes, lead capture, and an admin dashboard — significantly reducing delivery time and boosting conversion.
- **Production integration:** Integrated Adobe Creative Cloud asset pipelines with modern JavaScript (ES6+), PHP, and Java services to streamline production and improve front-end performance.
- **Server & database optimization:** Tuned high-traffic Linux server environments (Apache, Nginx, PM2, CloudPanel) and database systems (MySQL, PostgreSQL) for enterprise-level reliability, security, and scalability.
- **Knowledge management:** Delivered Microsoft SharePoint intranet and knowledge-base solutions supporting Rockefeller Philanthropy Advisors' ocean-conservation fund programs.
- **Enablement:** Pioneered automated content-migration tools and mentored client teams on Agile methodologies, CMS governance, and technical best practices.

Graphic Designer

Addition Financial Arena (formerly CFE Arena / UCF Arena) | Orlando, FL | 2010 – 2024
UCF's flagship sports and entertainment venue, hosting Knights athletics, major concert tours, and special events.

- **Produced print and digital graphics** — signage, promotional collateral, and digital-display content — for concerts, UCF Athletics, and special events in a fast-paced, deadline-driven venue environment.
- **Served as the central intake point for design requests from marketing, box office, and event promoters**, managing multiple simultaneous orders against fixed event-day deadlines.
- **Coordinated with vendors, printers, and internal departments** to deliver signage, promotional materials, and digital displays accurately and on schedule.
- **Maintained organized job files and version records** for recurring events, keeping brand standards and pricing information accurate across all materials.
- **Supported the venue's rebrands from UCF Arena to CFE Arena (2013) and to Addition Financial Arena (2019)**, updating signage, templates, and collateral to new brand standards.

Technical Skills

- **Design & Creative (Adobe CC, 19+ yrs):** Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat Pro (PDF processing, digital signatures), CC Libraries, Figma, DaVinci Resolve, Logic Pro
- **Front-End:** HTML5, CSS3, JavaScript (ES6+), jQuery, AJAX, React, responsive & mobile-first design
- **Back-End & Data:** PHP, Java, Node.js, MySQL, PostgreSQL, REST & SOAP APIs, JSON, webhooks
- **CMS & Commerce:** WordPress (Avada, custom themes & plugins), Drupal, Joomla, Webflow, WooCommerce, Shopify, Stripe, Microsoft SharePoint
- **Automation & AI:** n8n (self-hosted), Make (Integromat), Zapier, Claude Code & LLM agent workflows, prompt engineering, Google Analytics 4 (GA4)
- **Cloud, DevOps & Infrastructure:** Linux administration, Apache, Nginx, Tomcat, PM2, Docker, CloudPanel, Microsoft Azure, Hostinger VPS, Git/GitHub, CI/CD, DNS & email deliverability (MX, SPF, DKIM), TCP/IP, SSL/TLS, performance optimization
- **3D & Fabrication:** Blender, Unreal Engine, CAD/CAM toolpath programming, CNC routing, laser engraving, UV flatbed printing, 3D printing
- **Business Systems:** Google Workspace, Microsoft 365, QuickBooks Online, Dropbox
- **Methodologies:** Agile/Scrum (12+ yrs), technical discovery, solution architecture, requirements gathering, QA testing & UAT, SDLC

Selected Highlights & Additional Expertise

- **Multimedia production:** 15+ years of professional photography, drone videography, and advanced post-production in After Effects, Premiere Pro, DaVinci Resolve, and Logic Pro.
- **Fabrication & product development:** Built and operate Citrus Coast Design, a fabrication studio producing UV-printed, CNC-routed, laser-engraved, and 3D-printed goods — owning CAD/CAM programming, prototyping, and e-commerce sales through Etsy and a Stripe-powered direct store.
- **3D & real-time visualization:** 3D modeling and real-time rendering in Blender and Unreal Engine for product visualization and precision prototyping.
- **AI-assisted engineering:** Uses LLM coding agents (Claude Code) as a daily development driver to prototype custom web apps, WordPress plugins, and internal tools at accelerated speed.
- **Industries served:** Healthcare & wellness · Financial services · Retail & e-commerce · Education · Philanthropy & nonprofit · Home services

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Education

Bachelor of Arts, Digital Media — Web Design | University of Central Florida, Orlando, FL | 2013

- Focus: digital media production and user experience design
- Related coursework: Marketing Strategy, Consumer Behavior Analysis, Marketing Intelligence

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Certifications & Credentials

- **Microsoft Certified: Azure Fundamentals (AZ-900)** — Microsoft
- **Registered Online Notary Public** — State of Florida
- **Notary Public Commission** — State of Florida
- **Certified Loan Signing Agent**

Online notarization credentials reflect hands-on expertise in identity verification, e-signature, and secure digital document workflows.