



Ryan Chapel – Seasoned Web Developer & Engineering Leader

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I'm a full-stack web developer with 18+ years of experience **shipping quality projects** and **making the web fun**. I consider **fairness** and **compassion** as two of my most valuable tools, and just want to help make **useful** websites that keep people engaged.

My motto for the web is **"Reduce Friction, Increase Joy"**.

Skills & Tech

- JavaScript / TypeScript
- React / React Native / Next.js
- Headless development
- Node / Express / REST APIs
- Tailwind / Sass / CSS
- AI Tools (Co-Pilot, Cursor, etc)
- Adobe AEM & EDS
- AWS Amplify
- Storybook
- A11y / Performance
- Figma / Photoshop
- Web3 / Solidity
- Innovation / Ideas
- Prototyping / R&D
- OpenGraph / Metadata
- Search Engine Optimization
- Advertising / Data Tracking
- Testing

Experience

OWNER & FULL-STACK WEB DEVELOPER @ CHAPELJUICE LLC; REMOTE

01/2025-PRESENT

Working with small and local businesses to help them attract and retain more customers. Created a React/Three.js 3D furniture visualizer for customers of a local high-end furniture shop.

SENIOR MANAGER, EXPERIENCE TECHNOLOGY @ HERO DIGITAL; REMOTE

09/2023-12/2024

I was front-end lead for the launch of the new LPGA.com site and mobile app using ReactJS, React Native, & Next.js. This led to a **65% increase in site performance** and a **75% increase in athlete visibility**. I managed a thriving team of front-end devs working on different projects while also writing code myself. I created multiple PoC pages for business development using Adobe EDS.

SENIOR MANAGER, FRONT-END DISCIPLINE @ AVIONOS (MERGED W/ HERO DIGITAL); REMOTE

08/2020-09/2023

I was hired to grow the front-end team as well as lead front-end work for clients such as Trex and Brunswick Boat Group, utilizing React and Adobe AEM. I **grew my team by more than 400%** and at the same time **created a training course for devs**, nurtured direct reports' growth through goals and planning, and led client demos for projects—which **won us more work** because of our relationship.

FOUNDER, DESIGNER, MAKER, & DEVELOPER @ PAPERNTFS; SNOQUALMIE, WA

09/2021-09/2022

Created and launched an NFT project and Web3 minting site from scratch.

LEAD UI DEVELOPER & DEV MANAGER @ REDAWNING; SEATTLE, WA

02/2017-03/2020

Created the RedAwning **React Native app from scratch**, led the redesign of RedAwning.com in 2017.

SENIOR SOFTWARE ENGINEER, AEM @ R2INTEGRATED; SEATTLE, WA

04/2016-02/2017

Lead software developer working on AEM projects for Irvine Company.

MANAGER & SENIOR WEB DEVELOPER @ APOLLO EDUCATION GROUP; SEATTLE, WA

02/2006-04/2016

Over 10 years of product-based development and leadership experience, leading projects improving sites for the University of Phoenix with a focus on **accessibility**.

On The Web

linkedin.com/in/ryanchapel

ryanchapel.com

chapeljuice.dev

github.com/chapeljuice