

Brad Simpson

Technical Leadership and Creative Development

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Portfolio: swashbucklerinteractive.com

Professional Summary

Technical leader and creative developer with 25+ years of experience building websites, applications, and interactive experiences. Combines front-end engineering and visual design with distributed team leadership and mentoring. Develops reusable tools and practical AI-assisted workflows, drawing on hands-on experience to solve technical problems and improve how teams build.

Core Skills

Front-end development: HTML, CSS (Less, SCSS), JavaScript, React, Vue.js, accessibility compliance (WCAG)

Creative development: responsive UI design, interactive experiences, Adobe Creative Suite

Tooling and automation: Claude Code skills and agents, code review, GitHub workflows, Git, Node.js, npm

Leadership and platforms: Distributed teams, developer mentoring, client collaboration; Adapt Framework, Totara, Moodle

Professional Experience

Mindtools Kineo

Senior Front-End Developer | April 2019–Present

Scope spans front-end engineering, course development, and learning platform customization.

- Developed reusable Claude Code skills that reduced manual assembly and accelerated course builds, enabling me to take on substantial course-development responsibilities alongside Senior Front-End Developer work. Shared the Course Builder skill and helped colleagues adopt the workflow through demos and coaching.
- Developing a Claude Code workflow to analyze and upgrade Adapt themes, applying extensive custom theme and plugin experience to an emerging automation tool.
- Lead front-end work across distributed US and APAC teams. Mentor developers through code reviews, technical guidance, and knowledge sharing.
- Built migration scripts that update plugin settings across courses and add missing configuration, reducing repetitive author maintenance and helping prevent upgrade compatibility issues. Created shared GitHub workflows to streamline plugin deployment and releases.
- Develop custom Adapt themes and reusable plugins; contribute framework fixes, accessibility improvements, and refactoring that support maintainable course builds.
- Built and refined the AI Experience Adapt course and published developer documentation. Delivered front-end styling and placement for the InterSystems AskMe chatbot.

Swashbuckler Interactive

Owner / Front-End Developer and UI Designer | 2007–2019

Full-time freelance practice serving agencies and enterprise clients.

- Designed and developed themes, WordPress websites, and custom PHP content management systems for agency and enterprise clients, combining visual design with front-end and back-end development.

- Managed client relationships and end-to-end project delivery, balancing creative direction, technical requirements, and deadlines.
- Designed responsive interfaces for GirlsAskGuys.com and created branded graphics and presentation materials for clients including Asurion.
- Built custom Adapt and Totara themes for learning providers, including Kineo, connecting interface design with platform and course development.

Evolution Multimedia

Senior UI Designer / Front-End Developer | 1999–2007

Creative development for interactive websites and digital campaigns.

- Provided art direction, visual design, and hands-on HTML/CSS dev for websites and digital campaigns.
- Designed and programmed an interactive multimedia playroom for Southern Illinois Healthcare, creating all graphics, a custom video player, and animated hotspots.
- Created Flash intro animations for Maxim/Bud Light campaigns and developed interactive applications and games for agency clients.

Education

Southern Illinois University, Carbondale

Bachelor of Mass Communications / Media Arts, 1998

Concentration in Video Production; minor in English Creative Writing.