

# Jerry Hudson

## FRONT-END DEVELOPER • WEB DESIGNER

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### PROFESSIONAL SUMMARY

Front-end web designer and developer with 30 years of hands-on experience building and refining web layouts and user interfaces. Skilled in HTML5, CSS3, Tailwind CSS, and JavaScript, with a strong focus on clean structure, responsive design, and usability.

Brings a unique blend of technical problem-solving and design thinking, supported by over a decade of experience in SaaS environments. Currently focused on modern front-end development and AI-assisted workflows and tools to improve efficiency, consistency, and user experience.

### AREAS OF EXPERTISE

#### WEB DESIGN & FRONT-END DEVELOPMENT

HTML5 | CSS3 | Tailwind CSS | JavaScript | Responsive Design | Mobile First Design | Accessibility | Cross-Browser Compatibility

#### UI/UX DESIGN

UX/UI Principles | Layout Structure | Visual Hierarchy | Usability Optimization

#### AI & AUTOMATION

AI-Assisted Development | Prompt Engineering | Workflow Design

#### TOOLS

Generative Ai Tools (ChatGPT, Gemini, Claude, Perplexity) | Make.Com | Salesforce | Jira

### AI AUTOMATION & WEB DESIGN EXPERIENCE

**Web & AI Systems Design**, Self-directed | Petawawa, ON 2025 – Present

Designed websites, interfaces, and AI-assisted workflows with a focus on usability, structure, and efficiency.

- Built responsive web layouts with HTML5, CSS3, Tailwind CSS, and JavaScript, focused on performance.
- Applied UI/UX principles to create a clear structure, a visual hierarchy, and an intuitive user experience.
- Developed AI-assisted workflows and prompt systems to streamline front-end design and content creation.
- Integrated business logic and user intent into web interfaces to improve functionality and real-world usability.

### PROFESSIONAL EXPERIENCE

**Senior Technical Specialist**, Ziff Davis (Campaigner) | Remote Feb 2022 - Dec 2022

Led workflow optimization, documentation strategy, and high-value client support initiatives for Ziff Davis' Campaigner Email Marketing platform, driving measurable gains in efficiency, retention, and customer satisfaction.

- Restructured ticket triage workflows, reducing resolution times by 82% and increasing CSTAT by 5%.
- Authored internal and customer-facing documentation that reduced repeat tickets by 25%.
- Partnered with leadership to design retention processes that lowered churn and improved client loyalty.
- Delivered personalized technical support to high-value clients, consistently maintaining high CSTAT scores.

## ----- PROFESSIONAL EXPERIENCE CONT. -----

**Customer Support Lead**, Ziff Davis (Campaigner) | Ottawa, ON Apr 2021 - Feb 2022

Directed team performance, quality assurance, and cross-functional collaboration for Ziff Davis' Campaigner platform to improve service consistency, resolution rates, and overall customer experience.

- Supervised a 10-person support team and coached agents to improve first-contact resolution.
- Conducted monthly QA reviews and led feedback sessions to enhance agent performance.
- Assisted in hiring and onboarding new staff, ensuring alignment with service standards.
- Collaborated with internal teams to relay client feedback and drive CX improvements.

## ----- PROFESSIONAL EXPERIENCE CONT. -----

**Customer Support Specialist**, Ziff Davis (Campaigner) | Ottawa, ON Oct 2009 – Apr 2021

Provided Tier 1 and 2 technical support for the Campaigner and CampaignerCRM platforms while developing internal resources and client solutions that improved efficiency and service quality.

- Delivered Tier 1 and 2 support across Campaigner and CampaignerCRM platforms.
- Designed client email templates, aligning technical requirements with marketing goals.
- Created internal resources that improved self-service success and reduced ticket volume.
- Trained new agents on protocols and best practices to maintain high service quality.

## ----- CERTIFICATIONS -----

**AI Essentials & Prompting Essentials Certificates**, Google | 2026

**Agentic AI Training**, Digital Workforce Services & Great Learning | 2026

**UI/UX Design & Branding**, LinkedIn Learning & Udemy | 2014 – 2018

**JavaScript, SEO & Graphic Design Foundations**, Udemy | 2014 – 2018

## ----- EDUCATION -----

**Computer Programming**, Loyalist College, Belleville, ON

**OSSD**, Bishop Smith Catholic High School, Pembroke, ON

## ----- AWARDS -----

**Gold, Silver & Bronze Customer Service Awards**, Stevie Awards | 2014 – 2018

Awarded to the Campaigner Support Team for achievements of excellence in the customer service.

**Platinum Award of Excellence**, ORCCA | 2015, 2018

In recognition of outstanding performance in the categories of Service Excellence, Attendance & Punctuation, Teamwork and Efficiency.