

DENNIS HADLEY

Designer & Front-End Engineer · Austin, TX

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SUMMARY

Creative technologist with a decade in front-end development, then seven years co-running an interior design firm. Built data visualizations and live interactive experiences for the NBA, Miss Universe, and the NYC Marathon. Led the firm's web presence and 3D visualization practice. Moves between technical and visual problems, shaping ideas and implementation together.

SKILLS

Front-end React · JavaScript · HTML/CSS · Three.js

Visualization D3 / data visualization · SketchUp / 3D visualization

EXPERIENCE

Technical & Creative Operations Lead

Apr 2019 – Present

Hey Now Interiors, Austin

Co-ran a residential interior design firm with the founder, owning operations, visualization, and technology.

- Produced detailed 3D models and construction drawing sets used by builders and contractors, including a full-home new build coordinated with the architect's plan set. Built and led the firm's 3D visualization practice, establishing the SketchUp workflow, standards, and designer training.
- Designed and built internal tools for estimating, time tracking, project budgets, and capacity planning, giving leadership real-time visibility into project performance and workload; automated timesheet data syncs with JavaScript and GitHub Actions.
- Created the firm's website, translating its brand strategy and visual identity into site structure and layout with custom CSS/JS.
- Owned operations across as many as 15 concurrent projects, designing processes for estimating, utilization, budgeting, and team capacity. Established weekly project reviews and led monthly operations meetings to improve team workflows.
- Planned and facilitated executive and team retreats focused on company strategy, vision, and team development. Led the process of defining the firm's brand strategy, positioning, and service offerings.

Senior Software Engineer

Dec 2013 – Mar 2019

Spredfast (Mass Relevance), Austin

Front-end developer building interactive social-data experiences for live events, entertainment, and major brands.

- Built microsites, rich data visualizations, and complex UIs in React and Backbone, taking client designs through pixel-accurate production under live-event deadlines.
- Projects included NBA Social Pulse, with team and player dashboards, rankings, and trending maps; NYC Marathon Journey, which turned runners' social media into personalized race-week videos; and a Roc Nation in-office display for live social metrics and engagement.
- Shipped a high volume of custom client experiences on top of shared platform components, balancing one-off visual requirements with reusable, cross-browser UI code.
- Built supporting Node/Express services for client experiences.

Principal & Front-End Developer

Jul 2010 – Dec 2013

HadleyBot Creative

Solo design and development practice covering web design, UI, and front-end builds.

Web Production Designer → Front-End Developer, UX Group

Apr 2007 – Jun 2010

EX Squared Solutions

Earlier: freelance character animator for Kabluey! and Whitewater Films; art teacher, grades 1–8.

EDUCATION

B.S. Radio–Television–Film, The University of Texas at Austin

Concentration in studio production and visual storytelling.