

JOSHUA WINNINGHAM

Full-Stack Product Developer

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PROFESSIONAL SUMMARY

Full-Stack Product Developer and digital business owner who builds and operates production web applications with Next.js, React, TypeScript, Node.js, PostgreSQL, and Vercel. Current work includes an authenticated AI-search audit SaaS and a multi-city provider directory with payments, authentication, database, storage, email, and structured SEO. Brings 16+ years of remote entrepreneurship and hands-on experience turning customer needs into deployed software.

TECHNICAL SKILLS

Frontend & Product UI

React, Next.js 16, TypeScript, JavaScript, Tailwind CSS, HTML, CSS, Shadcn/ui, Recharts, Chart.js

Backend & Integrations

Node.js, Next.js APIs, PostgreSQL, Drizzle ORM, Clerk, Stripe, Resend, Vercel Blob, REST APIs

Additional Technologies

C#, ASP.NET Core, Entity Framework Core, Python, Flask, Supabase, Firebase, WordPress, PHP, MySQL

Deployment, SEO & Tools

Vercel, AWS, Git, CI/CD, JSON-LD, Schema.org, technical SEO, Core Web Vitals, Figma

PROFESSIONAL EXPERIENCE

Independent Web & Product Development, Remote

Full-Stack Product Developer

2023 - Present

- Build and currently operate production web products, owning product requirements, user experience, application architecture, deployment, and ongoing maintenance
- Built Scale Visibility, an authenticated AI-search audit SaaS with saved reports, citation testing, technical SEO analysis, competitor benchmarking, and six public readiness tools
- Built a reusable provider-directory platform for It's an Art Party with account-based listing management, free and sponsored placement, billing, file uploads, lifecycle email, and city-specific SEO pages
- Translate business requirements into deployed features across frontend, API, database, third-party integration, structured data, and production operations

MaidGrow, Remote

Web & Mobile App Founder & Operator

Jan 2020 - Jan 2023

- Oversaw development and launch of an estimate calculator app used by more than 5,200 cleaning business owners
- Managed the product lifecycle from concept and deployment through user acquisition, support, and feature improvements
- Prioritized enhancements from customer feedback and provided direct technical support to users

Cleaning Business Academy LLC, Remote

Founder, Operator & Publisher

Nov 2011 - Jan 2023

- Built and operated an educational digital business serving cleaning-company owners
- Grew the email audience to more than 39,200 subscribers and sold an online course to more than 670 customers
- Earned first-page Google rankings for multiple national keywords through technical and content SEO
- Handled product support, cancellations, refunds, and ongoing customer communication for thousands of customers

All Clean Home, Charlotte, NC

Founder & Operator

Jul 2008 - Aug 2017

- Founded and operated a residential cleaning company, managing sales, marketing, customer service, scheduling, bookkeeping, and local SEO
- Achieved a 23-month average customer lifespan through service quality, referrals, testimonials, and online reviews

SELECTED PRODUCTION APPLICATIONS

Scale Visibility - AI Search Readiness Platform

Technologies: Next.js 16, TypeScript, PostgreSQL, Supabase, Drizzle ORM, Stripe, Inngest, Vercel

[scalevisibility.com](#) | [Production app](#)

- Built and sustain an authenticated SaaS workspace for AI Search Readiness Audits, saved reports, AI citation matrices, technical fixes, and competitor benchmarks
- Developed six public tools covering AI visibility, Schema.org markup, entity and knowledge-graph readiness, llms.txt, AI crawler access, and PageSpeed revenue impact
- Own the production application end to end, including product design, implementation, deployment, iteration, and operational maintenance

It's an Art Party - Multi-City Provider Directory

Technologies: Next.js 16, TypeScript, Clerk, Stripe, Vercel Postgres/Neon, Drizzle ORM, Vercel Blob, Resend

[Live directory](#) | [GitHub repository](#)

- Built authenticated provider self-service for free business listings and sponsored upgrades across live Charlotte, Frisco, and Scottsdale directory pages
- Implemented server-validated sponsorship status, Stripe billing through Clerk, PostgreSQL persistence with Drizzle, logo uploads, subscription webhooks, waitlists, and branded lifecycle email
- Server-rendered listings with ISR, dynamic metadata, LocalBusiness and ItemList JSON-LD, sitemaps, and llms.txt to support search and AI-crawler visibility

Inventory & Order Tracker

Technologies: React, C#, ASP.NET Core, Entity Framework Core, PostgreSQL, AWS

[GitHub repository](#) | [Live application](#)

- Built a B2B inventory and order-fulfillment application with SKU tracking, strict order-status workflows, automatic stock deduction, low-stock alerts, and a complete audit trail
- Developed the React frontend and ASP.NET Core APIs backed by PostgreSQL and Entity Framework Core, then deployed production services across AWS App Runner, RDS, and CloudFront

EDUCATION

College Coursework - Education & General Studies

Clemson University | Greenville Technical College | Orange Coast College