

Jimmy Romanowski

Web Development Lead | Webflow Enterprise | Design Systems | AI-Assisted Delivery

Columbus, OH | jro.creative@gmail.com | linkedin.com/in/jameswromanowski | jimmyromanowski.com

PROFESSIONAL SUMMARY

Hands-on web development lead with 19 years of experience building marketing websites, the last three running cas.org on Webflow Enterprise at Chemical Abstracts Service. Led the migration of a 13,000-page, six-language site from Drupal to Webflow and is now leading a full redesign of cas.org. Has managed a team of three designers and developers, and today runs daily standups for a two-person web team, set up Jira user stories, aligned cas.org to WCAG AA, and builds reusable components. Uses Claude, Claude Design, Figma and Webflow MCP to design, build and maintain the site, and built Claude workflows that cut a roughly 200-hour manual review to about 8 hours.

SKILLS

Web Design and Build: Webflow Enterprise (expert), Webflow CMS, Figma (expert), design systems and component libraries, HTML, CSS, JavaScript, WCAG AA accessibility, site performance, Webflow localization

AI-Assisted Delivery: Claude, Claude Design, Claude Skills, Webflow MCP, prompt and rubric design, AI enablement and adoption, human-in-the-loop review

SEO, GEO and Analytics: SEO, AEO and GEO audits, structured data and schema markup, Webflow Analyze, GA4, Google Tag Manager, Hotjar, HubSpot, A/B testing

Delivery and Stakeholders: Jira, user stories, daily standups, request triage and assignment, requirements gathering, content migration planning, redesign research, Smartling translation workflows, ClickUp

WORK EXPERIENCE

Senior Webflow Developer, Chemical Abstracts Service (CAS)

May 2023 – Present

Columbus, OH | Full-time

- Lead developer on a two-person web team and the go-to person for much of the site's day-to-day work.

Site ownership and migration

- Managed and implemented the migration of cas.org, 13,000 pages across six languages, from Drupal to Webflow Enterprise, keeping the search equity built over years.
- Worked with marketing leadership, project managers and stakeholders to decide which pages to keep and which to retire, using page-view data to make the call.
- Manage the Webflow Enterprise site, HubSpot integration and Smartling translation workflow for five secondary locales (pt-BR, ko-KR, es-ES, zh-CN, ja).

Redesign and design systems

- Leading a full redesign of cas.org. Gathered ideas and observations from internal stakeholders and turned the research into a clear list of what should change and how to serve customers better.
- Prototype page layouts in Claude Design and Figma, settle design decisions, then build the approved pages in Webflow through MCP.
- Design for long-term scale by building meaningful, accessible and performant components that can be reused across pages.
- Aligned cas.org to WCAG AA accessibility standards.

Team workflow

- Run daily standups with the team to triage incoming tasks and assign each to the right person.
- Set up user stories in Jira for cas.org work.
- Contributed to a 3% lift in site conversions over three years through landing page and experimentation work.

AI-assisted SEO, GEO and site maintenance

- Built Claude Skills that run SEO, GEO and AEO audits and structured data audits; the skills are used by the marketing team of about 36.
- Run sitewide maintenance with Webflow MCP: fixing structured data issues, repairing broken links and finding gaps in component usage.
- Set up a workflow with Webflow Analyze and Claude to track FAQ performance and add new FAQs based on what people ask in LLMs.
- Designed an AI application review system with Claude for the Future Leaders program: about 960 applications scored in roughly 8 hours, replacing an estimated 200 hours of manual work and saving about \$23,000.

- Member of the cross-functional AI Enablement team rolling out generative AI tools across the enterprise, and of the Change Agent Network.

Front-End Developer, Vaco (client: Precision for Value)

Apr 2022 – May 2023

Remote | Full-time

- Built websites, landing pages and email templates for digital marketing initiatives, including custom WordPress themes and plugins.
- Worked with designers and marketing teams to deliver responsive, cross-browser experiences.

Webflow Developer, Vaco (client: Health Carousel)

Mar 2021 – Apr 2022

Columbus, OH | Contract

- Designed, built and A/B tested Webflow landing pages that improved conversion, contributing to an \$8M revenue milestone.
- Integrated HubSpot, GA4, Google Tag Manager, Hotjar, Zapier and Parabola for full-funnel campaign tracking, and promoted experimentation with non-technical teams.

Owner, 19 Eagle LLC

Oct 2019 – Mar 2021

Columbus, OH

- Ran an independent studio designing and building conversion-focused websites in Webflow and WordPress, including client strategy.

Senior Web Developer, Saga Communications

Jul 2014 – Oct 2019

Columbus, OH

- Designed and built sites end to end and helped manage a WordPress multisite network of 125 radio station websites, with about 15 custom themes and 10 custom plugins.

Web Developer, RevLocal

Apr 2013 – Jul 2014

Granville, OH

- Managed a team of three designers and developers: helped assign work, held 1:1s and reviews, gave hiring input and trained team members.
- Built custom WordPress sites and e-commerce stores for about 20 small business clients, including Airtron and Mul-T-Lock, and joined client strategy sessions.

Marketing Coordinator and Creative Services Manager, Radiant Technology Group

Oct 2009 – Apr 2013

Lewis Center, OH

- Ran marketing campaigns and designed interfaces for video conferencing touch panels and digital signage for clients including Wendy's, Chase, Cardinal Health and L Brands.

Earlier roles: Graphic Designer and Web Developer, Xstatic Media (2007 – 2009). Administrative Specialist, New York Army National Guard (1998 – 2004).

EDUCATION

A.A., Liberal Arts: Humanities and Social Sciences, Schenectady County Community College

2000 – 2002