SCOTT WEIMER Technical Product Director | Civic Tech Leader

Midlothian, VA USA • +18043865735 • sweimer65@hotmail.com
linkedin.com/in/sweimer • http://askwhymedia.com/ • https://github.com/sweimer

PROFESSIONAL SUMMARY

Product-minded technical leader with a track record of delivering director-level outcomes in senior developer roles. Known for translating complex technical challenges into scalable, mission-aligned solutions—delivering federal launches in record time, stabilizing SSR pipelines, and architecting multi-site platforms that empower teams and users alike. Skilled in mentoring cross-functional teams, fostering a team-first culture, and driving modular, accessible systems that future-proof civic platforms. Actively deepening backend and AI orchestration fluency through hands-on experimentation with OpenAI, React, and progressive decoupling strategies. Ready to lead with title and scope aligned—bringing strategic ownership, technical depth, and measurable impact to mission-driven organizations.

CAREER HIGHLIGHTS

- **Delivered a fully functional federal Drupal site in just 22 workdays,** compressing a typical 4+ month timeline by over 80% through modular architecture, real-time prototyping, and streamlined team workflows. Aligned product strategy with urgent SAMHSA launch goals while meeting accessibility and compliance standards.
- **Modernized technical architecture across multi-site federal platforms,** mentoring 12 developers in modular design and accessibility-first principles. Accelerated delivery velocity, improved maintainability, and scaled best practices across teams.
- **Eliminated a five-month order backlog in two months** by redesigning SAMHSA's store website and XML-based fulfillment workflows. Developed custom Drupal modules to empower non-technical editors and streamline operations. Reduced manual intervention and improved order accuracy across fulfillment cycles.
- **Extended Drupal core to support accessible storytelling**, reducing developer dependency and improving content consistency. Rebuilt stakeholder trust by enabling content teams to publish independently—cutting editorial turnaround time by an estimated 30–50% while maintaining WCAG compliance and brand integrity.
- **Accelerated roadmap execution** by defining epics, user stories, and priorities using Jira, Confluence, and Figma. Improved sprint velocity and stakeholder visibility—reducing planning overhead by ~25% and contributing to measurable engagement gains through UX iteration.
- **Bridged design and development workflows** on SAMHSA by integrating Figma and Storybook into Drupal—creating a shared visual language that reduces handoff friction, with the goal of cutting implementation time for new components by an estimated 25%. Currently refining this approach to support scalable, component-driven delivery.
- **Prototyped a progressive decoupling strategy using React** to drive dynamic components (e.g., featured blog block) on SAMHSA. Leveraged A/B testing to quantify performance gains and inform future architecture decisions—actively deepening expertise in hybrid rendering and frontend orchestration.
- **Built and deployed OpenAI-powered content and conversational tools** for BikeBrag.com, including a location-based ride tip generator and contextual chatbot. Boosted localized engagement while exploring assistant UX and RAG-based

architecture.

- **Developing an OpenAI-powered chatbot for a vanity project called BikeBrag.com** that enables users to ask contextual questions about biking in specific locations—laying the groundwork for future RAG-based conversational interfaces and assistant UX experimentation.
- **Spearheaded digital transformation at Snow Companies,** replacing outsourced applications with scalable Drupal-based tools. Reduced costs by nearly $200K and improved collaboration through intranet and portal systems.
- **Pioneered early social media strategy for XM Satellite Radio and CircuitCity.com**, leading exploration into emerging platforms previously untapped by either organization. Launched interactive campaigns, podcasts, and scalable content systems that amplified brand reach—estimated 2x increase in social engagement and diversified revenue streams through new digital channels.

SKILLS

Product Strategy & Leadership
Product Vision & Strategy · Outcome-Driven Roadmapping · Portfolio Management · Go-to-Market Execution · Product Discovery · Strategic Prioritization · Voice of the Customer · Stakeholder Alignment · Business Case Development · Impact & Value Mapping · Cross-Functional Enablement · Mission-Driven Product Development

Platform Architecture & Technical Fluency
Modular System Design · Scalable Infrastructure · API & Backend Integration · CI/CD Pipelines · Cloud Platforms (AWS, Amplify) · GitHub Actions · Drupal 9/10 · Angular · React · TypeScript · Storybook · Vite · Composer · Twig · USWDS · AI/LLM Integration · OpenAI Orchestration

Accessibility, Compliance & Public Sector Readiness
WCAG 2.1 AA · Section 508 · Accessibility-First Engineering · PDF Remediation · Axe-core · JAWS · Regulatory Alignment · FedRAMP Familiarity · Public Sector Procurement Awareness · Civic Tech Enablement · Inclusive Design Systems

Agile Delivery & Operational Excellence
Agile & Scrum Leadership · Iterative Development · SDLC Oversight · Feature Lifecycle Management · Risk Mitigation · Change Enablement · QA Strategy · Implementation Planning · Resource Allocation · Technical Documentation · Continuous Improvement Culture

Communication, Influence & Executive Engagement
Executive-Level Communication · Strategic Negotiation · Technical-to-Nontechnical Translation · Ecosystem Mapping · Feedback Loops · Cross-Functional Collaboration · Team Culture Development · Complex Concept Simplification · Enablement-Focused Leadership

WORK EXPERIENCE

ICF Next

Senior Manager, Software Application Engineering   **03/2024 - Current**

- **Architected and delivered a fully functional federal Drupal site in just 22 workdays,** balancing hands-on development with product strategy to guide cross-functional teams from concept to launch under urgent SAMHSA timelines. Compressed a typical 4+ month delivery cycle by over 80% while preserving accessibility scores above 90% across properties.

- **Modernized SAMHSA's technical architecture** by championing scalable, emerging technologies and mentoring a team of 12 developers in modular design and accessibility-first principles. Accelerated delivery velocity by an estimated 30–40% and reduced long-term maintenance overhead across multi-site federal platforms.
- **Extended Drupal core to empower non-technical authors,** designing accessible storytelling tools that reduced developer dependency and improved content consistency. Cut editorial turnaround time by an estimated 40–50% while maintaining WCAG compliance and brand integrity.
- **Accelerated backlog throughput** by defining product roadmaps, epics, and user stories using Jira, Confluence, and Figma. Improved sprint velocity and stakeholder visibility, enabling delivery teams to prioritize high-impact features and reduce planning overhead by ~25%.
- **Helped secure future contracts** by developing client-centric pitch prototypes that blended editorial empathy with technical innovation. Demonstrated operational efficiency and strategic alignment, contributing to multi-year contract extensions and expanded stakeholder confidence.
- **Currently enhancing feature scalability and performance** by building a custom Drupal design system with Storybook and Vite, and integrating a React layer into the Single Directory Component (SDC) toolkit. Targeting a 40% reduction in frontend implementation time and improved maintainability across SAMHSA's evolving architecture.
- **Maintained active Public Trust clearance** for federal programs including SAMHSA and VA, supporting secure access and continuity across high-trust environments. Enabled uninterrupted delivery and compliance across sensitive government platforms.

Manager, Senior Lead Developer   03/2021 - 03/2024

- **Redesigned the SAMHSA store website and fulfillment workflows**, collaborating with stakeholders and technical leads to deliver a fast, maintainable solution that eliminated a five-month order backlog in just two months. Developed five custom Drupal modules—including YouTube API integration and EntityQueue-powered curation tools—to empower non-technical editors and reduce manual intervention by an estimated 60%.
- **Managed the architecture and development of a JSON-based navigation exporter** for SAMHSA.gov, enabling automated menu synchronization across multiple Drupal sites. Streamlined content governance and reduced editorial overhead by an estimated 40–50% across platforms.
- **Partnered with UX research to design and execute A/B testing scenarios**, translating feature hypotheses into prototypes and actionable insights. Informed roadmap decisions and improved user experience—contributing to measurable gains in engagement and task completion.
- **Oversaw sprint deployments and release management** across dev, test, staging, and production environments using GitHub and AWS tooling. Ensured stable releases, rollback readiness, and performance monitoring across high-trust federal platforms—maintaining uptime and compliance throughout delivery cycles.

Senior Front End Developer   03/2019 - 03/2021

- **Delivered accessible, high-impact digital experiences for SAMHSA.gov**, including a homepage redesign, the 988 crisis timeline, and interactive storytelling features for Recovery Month and Gallery of Hope. Aligned with Section 508, WCAG, and USWDS standards to support national outreach campaigns. Internal analytics showed a 60–80% traffic surge during campaign periods, primarily driven by the 988 rollout but supported by improved accessibility and user experience.
- **Improved editorial flexibility and maintainability** by migrating from Drupal Paragraphs to Layout Builder and co-developing custom module extensions. Streamlined content workflows and reduced layout-related support requests by an estimated 50%, while ensuring compliance with federal accessibility and branding guidelines.
- **Executed multiple deliverables under tight deadlines,** collaborating rapidly with design and content teams to meet campaign launch dates and stakeholder expectations. Enabled timely deployment of high-visibility federal initiatives with zero accessibility violations at launch.

Front End Developer   03/2012 - 03/2019

- **Greatly improved veteran access to critical services by digitizing legacy forms and streamlining the VA.gov application process.** Reduced benefit approval times by an estimated 25–40% through frontend solutions layered onto a legacy Java-based system—enhancing usability, accelerating service delivery, and supporting federal modernization goals.
- **Engineered scalable XML and API pipelines** to integrate Drupal with third-party systems, resolving interoperability challenges across government websites. Enabled real-time data exchange and reduced manual reconciliation efforts across multiple federal platforms.
- **Developed custom features, themes, and modules** in Drupal and WordPress to elevate accessibility, performance, and user experience.

WHY? Media LLC
Freelance Consultant   03/2008 - 12/2018
- **Architected and maintained custom Drupal solutions** for mission-driven organizations, including SteppingStonesWV.org. . Delivered accessible, scalable platforms that highlighted inclusive services and events—supporting community engagement and reducing manual content updates by an estimated 50%.
- **Led integrated content and social media strategy**, including blogs, podcasts, and interactive widgets. Strengthened outreach and audience growth—doubling engagement across key channels during campaign periods and expanding visibility for underrepresented initiatives.
- **Provided expert consulting on web design and marketing strategy**, guiding clients toward user-centered, maintainable solutions. Aligned digital platforms with business goals and best practices—reducing reliance on external vendors and improving long-term sustainability.

Snow Companies
EVP, Creative Channels   07/2009 - 08/2011

- **Spearheaded digital transformation** by leading cross-functional teams to develop business tools, websites, and client portals using Drupal and Open Atrium. Managed an outsourced Drupal development team in India, coordinating across time zones to ensure delivery quality, velocity, and alignment with business goals. Replaced outsourced applications and reduced costs by nearly $200K annually—while improving platform control, scalability, and long-term sustainability.
- **Designed and launched intranet and project management systems** to improve collaboration and workflow efficiency. Streamlined user management through database-driven registration and portal tools—reducing onboarding time and manual account provisioning by an estimated 60–70%.
- **Addressed operational silos and manual inefficiencies** by aligning technical solutions with business goals—enabling centralized access, improved data integrity, and measurable gains in team productivity across departments.

Circuit City
Manager, Online Community and Digital Content   08/2008 - 03/2009

- **Piloted digital content strategy and multimedia product development** for CircuitCity.com, launching the Talk Soup podcast and interactive campaigns across YouTube, Facebook, and Twitter—at a time when these platforms were still emerging in retail. Amplified brand presence and deepened consumer engagement, contributing to a measurable uptick in social interactions and site traffic during promotional cycles.
- **Packaged viral assets**, including widgets, slideshows, and video casts, to support promotional goals and expand reach. Enabled cross-channel content reuse and increased campaign visibility—estimated 2x engagement uplift across targeted channels.
- **Contributed to the long-term digital roadmap** by aligning content initiatives with evolving platform trends and user behavior. Helped position CircuitCity.com as an early adopter of social commerce and interactive media, laying groundwork for future omnichannel strategies.

WorldSpace/XM Satellite Radio
Director, Web Media   07/2005 - 08/2008

- **Led cross-platform content strategy and web development** using Drupal, Blogspot, and emerging social media tools to launch scalable community sites and interactive campaigns for XM Satellite Radio. Expanded brand reach and audience engagement across digital channels—contributing to a measurable increase in web traffic and listener conversion during campaign periods.
- **Repackaged on-air content for digital delivery**, enabling cross-platform syndication and extending brand presence across web and mobile. Estimated 2x increase in content accessibility and engagement through blogs, podcasts, and interactive media.
- **Diversified revenue through non-traditional monetization streams**, including branded content, sponsorships, and interactive campaigns. Standardized contributor workflows to improve team onboarding and moderation consistency—reducing ramp-up time by an estimated 50% and improving editorial quality across platforms.